



The Social Alley
FOOD MENU



Save the Children



THE SOCIAL ALLEY

OUR STORY

We are a humble restaurant located in an alley along Holland Village, Singapore. The Social Alley was born during the COVID-19 pandemic, whereby for a period of time, all citizens had to be quarantined and social distancing became a norm. With minimal social interaction, this circumstance has forced us to adapt to changes within weeks and has inevitably transformed relationships between millions of people.

Harnessing the lessons from a single novel virus, we come to realise that all of us are, ultimately, human beings fighting a common enemy.

OUR GOAL

The Social Alley aims to bring people regardless of race, ethnicity, material wealth or social class together. Just like how the coronavirus doesn't discriminate, we don't either.

We hope to connect people from all walks of life—through messages that everyone and anyone can craft and receive, our patrons will be able to meet strangers, talk to new people, build connections and establish relationships. You might meet a stranger who could become your best friend or your soulmate!

OUR MENU

It's bold, it's unconventional and unlike anything you can find in a typical restaurant. Our menu is aligned with our goal of bringing people from all walks of life together—our carefully curated menu sees a myriad of fusion flavours; it draws inspiration from various countries all over the world and the dishes are influenced by the people we have met, places we have travelled to and foods we have tried and loved.

Here, you'll find flavours inspired by Chinese, Spanish Singaporean, Italian and more cuisines in our broad menu that will bring your tastebuds on a gastronomic journey.

OUR VISION, MISSION & VALUES

Here at The Social Alley, we stand by being socially accountable and aim to give back to society as much as we can. 10% of our profits are channelled towards the Save the Children Fund, whereby the proceeds are used to improve the lives of children improving education, healthcare, and economic opportunities and more.

On top of that, we pride ourselves on our sustainable practices. This initiative brings us one step closer to food sustainability, food security as well as a stronger battle against climate change.

SA

The Social Alley

BAR BITES

These classic side dishes come in the simplest forms and are nothing fancy, but a staple accompaniment to an after-work tippie or if you are with a group of friends who want something more to munch on.

CRISPY CHICKEN SKIN 10

SHOESTRING FRIES 8

TRUFFLE FRIES 12

SPAM FRIES 10
Served with our special
homemade sauce

SWEET POTATO FRIES 10

CALAMARI STRIPS 13
Served with Thai sweet
chilli sauce

DIPPING SAUCES:
Additional 1.5 per serving

- Homemade pink tartare sauce
- Japanese curry sauce
- Homemade special sauce
- Thai sweet chilli sauce



From top to bottom: Truffle fries, Crispy chicken skin, Sweet potato fries



The Social Alley

ORGANIC SALADS

OUR
farm-to-table
PRODUCE



Mushroom Salad

We stand by empowering green initiatives through a system called the Singponics Organic System (SOS), whereby organic greens are grown and harvested from a proprietary patented farming technology to serve directly as retail concepts for our salads and other dishes. This system that we adopt brings Singapore one step closer to having a self-sustainable food supply.

The Social Alley is one of Singapore's few restaurants that adopt a farm-to-table concept. We are conscious of the foods we serve our guests—hence, the salads and seeds we serve are the very freshest, in-season produce that we grow from scratch in our own farm.

ORGANIC HOUSE SALAD

Mixed salad, peach, feta cheese, pine nuts, Italian san marzano tomatoes, pickled mushrooms, grilled corns, sesame seeds, balsamic dressing

13

SAN MARZANO SALAD

Mixed salad, Italian San Marzano tomatoes, tête de moine cheese, pine nuts, toasted sesame seeds, balsamic glaze, basil oil

23

MUSHROOM SALAD

Spinach, sautéed meiji mushrooms, pine nuts, feta cheese, san marzano tomatoes, sesame seeds, raspberry vinaigrette

15

CHICKEN SALAD

Mixed salad, sliced chicken, pine nuts, sesame seeds, pickled radish, roasted sesame dressing

17



CALAMARI SALAD

Mixed salad, calamari strips, sesame seeds, sliced chilli, Thai sweet chilli dressing

18



San Marzano Salad

 Vegetarian option
 Chef's recommendation



The Social Alley

TAPAS

[tapas]: small Spanish savoury dishes

Originating from Spain, Tapas are otherwise known as 'small plates'. This dining concept is a fun and inviting dining concept to sample a variety of different menu options, combined to make for a filling and hearty meal.

The Social Alley's carefully curated tapas menu introduces flavours from all over the world, featuring flavour profiles that are strikingly sweet and unapologetically umami. Some are served with our homemade sauces to reveal even more complex flavours. Bon appétit!



Seafood chimichanga

HONEY CHICKEN WINGS (2PCS) 9

A simple and unassuming classic that boasts pleasurable flavours right to the bone

CHARGRILLED BABY CORN 11

Crisp baby corns with a myriad of flavours working in unison with the smokey charred exterior

CHICKEN KATSU CURRY STRIPS 14

A dense and meaty Japanese dish that sees a marriage of crunchy and creamy textures

PRAWN TWISTER 15

Bite through the airy and crunchy skin to be welcomed by tender prawn paste. Served with Thai dressing

SEAFOOD ROLLS 15

Inspired by the quintessential Vietnamese side dish, but with a European touch

SEAFOOD CHIMICHANGA 17

The Social Alley's rendition of the classic Mexican entrée, served with our secret sauce that works wonders when eaten combined

CRABMEAT PORTOBELLO 19

A whole portobello mushroom as the foundation to luxurious chunks of crabmeat, layered with tangy tomato salsa



Crabmeat portobello



SA

The Social Alley


SIGNATURE



HALIBUT FISH 'N CHIPS 29

Crumbly yet tender, our signature fish and chips uses premium Atlantic halibut fillets for an extra firm, succulent and undoubtedly meaty fry-up.

Pair the crisp, beer-battered exterior along with the delectable silky flesh with our secret pink tartare sauce that's made in-house for a perfect marriage of flavours and textures.

Our Halibut Fish'n Chips comes served with a side of shoestring fries and a helping of garden salad topped with balsamic dressing.



 Vegetarian option
 Chef's recommendation

Prices are subject to 10% service charge



The Social Alley



WEEKEND SPECIAL

Available on Eve of Public Holidays, Public Holidays and Weekends

ALL-DAY BIG BREAKFAST SET

21.9

Garden salad
Chicken bratwurst
Sautéed mushrooms
Grilled tomatoes
Baked beans
Hash brown
Roasted potatoes
Choice of eggs:
Sunny side-up/Scrambled

Choice of beverage*:

Coffee (Latte/ Cappuccino/ Flat White)

Tea (English Breakfast/ Chamomile Dream/ Osmanthus Sencha)

*Top-up \$2.50 to change beverage to fruit juice

*Top-up \$12 for Rosé wine or White wine

PASTA

Served with linguine

The Social Alley's chefs are French-trained; hence, we believe in the philosophy of making everything from scratch to bring out the best quality and freshest flavours.

Our pasta dishes showcase our head chef's deep insights on fusion flavours, combining and drawing inspiration from various regions to bring out flavours that are nothing short of bold and delectable.

PORTOBELLO MUSHROOM [✦] 19

Served with classic aglio olio

VONGOLE 23

Sautéed clams with pasta served in white wine sauce

MALA CHICKEN PASTA ^{*} 21

Served with lotus roots, grilled corns, sliced chicken and pasta tossed in a homemade mala base

*Choice of spiciness level: Level 1/2/3

CHILLI CRABMEAT PASTA 26

Chunky crabmeat pasta tossed in Singaporeans' favourite chilli crab sauce

KONNYAKU EBIKO LINGUINE AL GAMBERI [★] 29

Char-grilled tiger prawns with rich ebiko pasta



Chilli Crabmeat Pasta



Konnyaku Ebiko Linguine Al Gamberi

[✦] Vegetarian option
[★] Chef's recommendation

Prices are subject to 10% service charge



The Social Alley



From left to right: Salad Pizza, Seafood chilli pizza, Mala Chicken Pizza

PIZZA

Our pizza bases are prepared fresh in-house on a daily basis, ensuring only top-notch quality served to your tables. The various sauces that we use are also made from scratch, bringing you flavours you cannot find elsewhere.

ORGANIC SALAD PIZZA 25

Avocados, peach, feta cheese, onion, Italian San Marzano tomatoes, mixed salad, sweet toasted sesame, S.A. dressing

HUMMUS PIZZA 23

Hummus base, mixed salad, pumpkin seeds, pine nuts, Italian San Marzano tomatoes, toasted sesame seeds

HAWAIIAN PIZZA 20

Honey-baked ham, pineapples, cheese

MORNING GLORY PIZZA 18

Mushrooms, egg, dash of truffle oil

SEAFOOD CHILLI PIZZA 29



Fresh crabmeat, halibut, squid, tiger prawns, cheeses

MALA CHICKEN PIZZA 25

Homemade mala sauce base, sliced Italian chicken breast

YAKI-TONKATSU PIZZA 27

Homemade tonkotsu sauce, homemade mayonnaise, shredded cabbage, bacon, bonito flakes, nori

 Vegetarian option
 Chef's recommendation

Prices are subject to 10% service charge

Morning glory pizza





The Social Alley

269 Holland Avenue Singapore 278990



Save the Children

**10% of our proceeds are channelled towards the Save the Children Fund,
a leading humanitarian organisation committed to giving all children
the best future they deserve.**

**Thank you for being part of this journey together with The Social Alley
in doing good and improving the lives of the less fortunate!**



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