



# THE BANGKOK PAPER



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**I**nspired by the vivacious “Land of Smiles”, Bangkok Jam started with a refreshing idea - to offer a unique interpretation of traditional Thai fare for diners seeking a cozy dining experience.

At Bangkok Jam, we have been proudly serving unique Thai dishes since our doors opened at Great World City in 2007. Under the helm of a dedicated Thai culinary team, each ingredient is meticulously hand-picked to convey love in every dish we serve you. Today, our menu presents a mixture of curated dishes refined over the years, as well as traditional classics from the world’s beloved cuisine. Further fuelled by our passion to continuously better your dining experience in Bangkok Jam, we are devoted to uphold the representative “smiling culture”, just like the friendly folks in the Land of Smiles!

The team behind Bangkok Jam is a firm believer that good food goes best with great service. Our commitment to remain customer-focused is established through constant menu rejuvenation to fit the ever-changing palates, and delivering exceptional service to meet your unyielding standards. Ultimately, we hope you enjoy your meal as much as we enjoy serving you.

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# BANGKOK JAM SIGNATURES



The delectable medley of sour, sweet, bitter, savoury, and spicy flavours are what makes Thai cuisine so distinct. Thai Chefs are extremely talented when it comes to experimenting and giving life to a creation of their own. Here in Bangkok Jam, excite your palates by pairing the usual Thai dishes with our rousing list of hand-picked Bangkok Jam Signatures.

1. *yang ruam mit*

**Mix Grill Platter** 🕒 🍴

Chicken, Grilled Pork Skewers, Prawns,  
Beef & Bangkok Jam Signature Salad

2. *crying tiger*

**Grilled Australian Beef Ribeye** 🍴

served with Bangkok Jam  
Signature Salad & Spicy Lime Dip

3. *gai yang samoon prai*

**Grilled Marinated Chicken** 🍴

served with Bangkok Jam Signature Salad

4. *gai yang song krueng*

**Grilled Chicken Thigh**  
with Lettuce Wrap

5. *lab si krong moo yang*

**Grilled Pork Spare Ribs** 🍴

with Spicy Lime Dip



🕒 **Waiting time of 20-25 minutes is required.**



# BANGKOK JAM SIGNATURES



6. *moo sam chan op sauce*  
Caramelised Iberico Pork  
Belly in Vinegar 

7. *gaeng daeng ped*  
Duck Breast in Red Curry 

8. *ba mee poo*  
Egg Noodles with Crabmeat & Bacon

9. *khao phad tom yum*  
Tom Yum Fried Rice with Seafood

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# SMALL BITES

The tantalising journey into the world of Thai cuisine begins with the appetisers. Up your crunch game with the all-new **Deep-fried Whole Squid with Tom Yum Mayonnaise & Lime**, lightly dusted with flavourful tom yum powder. If you're not a fan of the deep-fry, go for the juicy **Thai Fish Cakes**, handcrafted with love by our Thai Chefs.



10. *tod mun pla*

Handmade Thai Fish Cakes 🍴

11. *goong pun takrai*

Lemongrass Prawn Cakes

12. *peek gai tod nam pla*

Fried Chicken Mid Joints 🍴  
with Thai Fish Sauce Marinade

13. *peek gai sod sai*

Stuffed Chicken Wings with  
Marinated Minced Chicken & Glass Noodles





# SMALL BITES

14. *porpiah tod*

Deep-fried Spring Rolls

15. *som tum roll*

Fresh Green Papaya Spring Rolls 🍷  
with Zesty Som Tum Dressing

16. *moo ping*

Grilled Pork Skewers 🍷  
with Homemade Jaew Sauce

17. *plahmuk tod*

Deep-fried Whole Squid with  
Tom Yum Mayonnaise & Lime

18. *hed hor bacon yang*

Bacon Wrapped Enoki Skewers 🍷





## LOCAL DELICACIES

Awaken your taste buds to a world of flavours with scrumptious local-inspired delicacies from land to sea.

19. *plahmuk phad kai kem*

**Thai Style Stir-fried Squid** 🍴  
in Salted Egg Sauce

20. *gai phad kai kem*

**Thai Style Stir-fried Chicken**  
in Salted Egg Sauce

21. *pla gao thod krob*

**Deep-fried Barramundi** 🍴  
in Sambal Sauce

22. *pla preaw wan*

**Deep-fried Barramundi** 🍴  
in Sweet & Sour Sauce

23. *pla neung ma now*

**Steam Barramundi** 🍴  
in Chilli & Lime Sauce

24. *khao phad nam prik*

**Sambal Fried Rice**

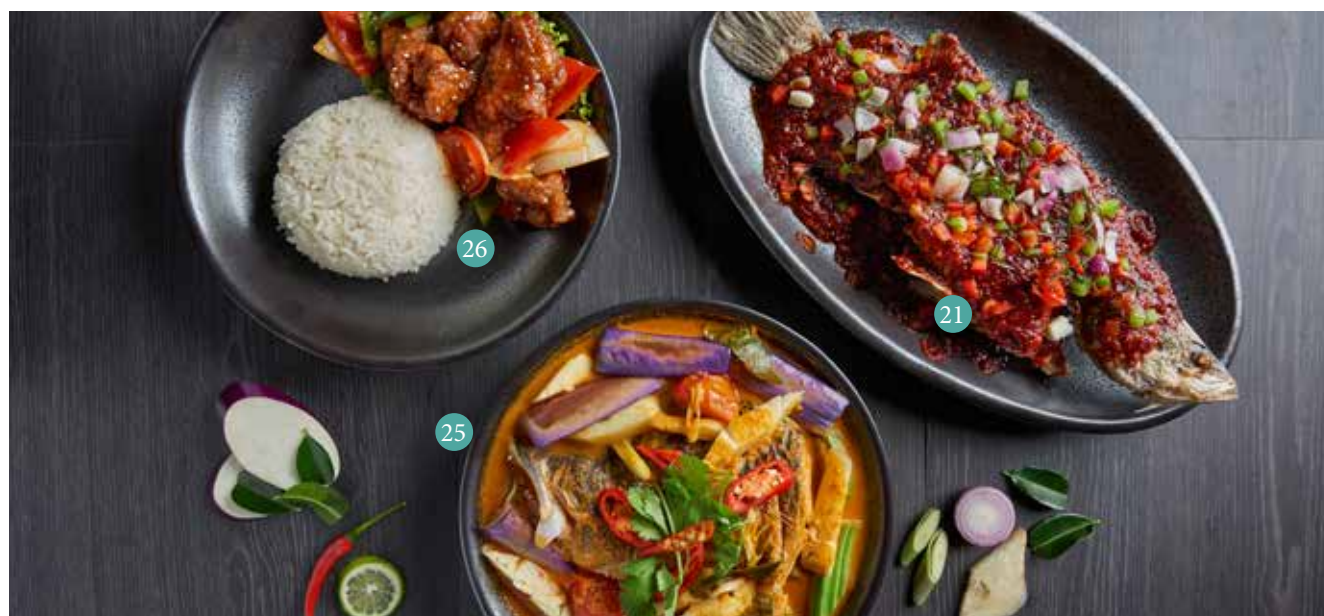
25. *tom yum hua pla*

**Fish Head in Tom Yum Curry** 🍴 🍴

🍴 **Waiting time of 20-25 minutes is required.**



Riding the salted egg bandwagon, our take on this local obsession can be found in the new Thai Style Stir-fried Squid in Salted Egg Sauce; taste the natural freshness of the squid, accentuated by the savoury sauce and crisp garlic.



# LOCAL DELICACIES



24

26. *khao na gai*  
Sweet & Sour Chicken  
with Thai Jasmine Rice


27. *khao na pla*  
Sweet & Sour Fish  
with Thai Jasmine Rice

28. *phad bung fai daeng*  
Stir-fried Morning Glory  
in Sambal Sauce

29. *tua fag yao phad prik*  
Stir-fried Long Beans  
in Sambal Sauce



30

30. *kha na phad hed*  
Stir-fried Kailan   
with King Oyster Mushroom

31. *phad tua ngok pla kem*  
Stir-fried Bean Sprouts  
with Salted Fish

32. *yang ruam mit*  
Mix Grill Platter    
Chicken, Grilled Pork Skewers, Prawns,  
Beef & Bangkok Jam Signature Salad



31

28



# COMFORT THAI STREET DISHES

Embrace the flavours of sour, sweet, savoury, bitter and spicy, with various comfort Thai street dishes such as the distinctive **Spicy Mango Salad** and the ever-popular **Tom Yum Goong**.



33. *tom yum talay*

Red Tom Yum Soup *with Seafood* 🍲

34. *po taek talay*

Clear Tom Yum Soup *with Seafood* 🍲

35. *tom yum goong*

Red Tom Yum Soup *with Prawns*

36. *tom kha gai*

Coconut Tom Yum Soup *with Chicken*

37. *plahmuk yang*

Grilled Whole Squid  
*with Seafood Sauce*

38. *plahmuk nung paa now*

Steamed Whole Squid  
*in Chilli & Lime Dressing*

39. *phad kana moo daeng*

Stir-fried Kailan *with Roasted Pork*

40. *hed hor bacon yang*

Bacon Wrapped Enoki Skewers 🍖





## COMFORT THAI STREET DISHES



41. *yum mamuang*  
Spicy Mango Salad

42. *som tum pu nim*  
Green Papaya Salad   
with Soft Shell Crab

43. *som tum*  
Green Papaya Salad  
with Dried Prawns & Peanuts

44. *yum woon tsen talay*  
Spicy Seafood Salad with Glass Noodles

45. *yum som o goong sod*  
Pomelo Salad with Shrimps

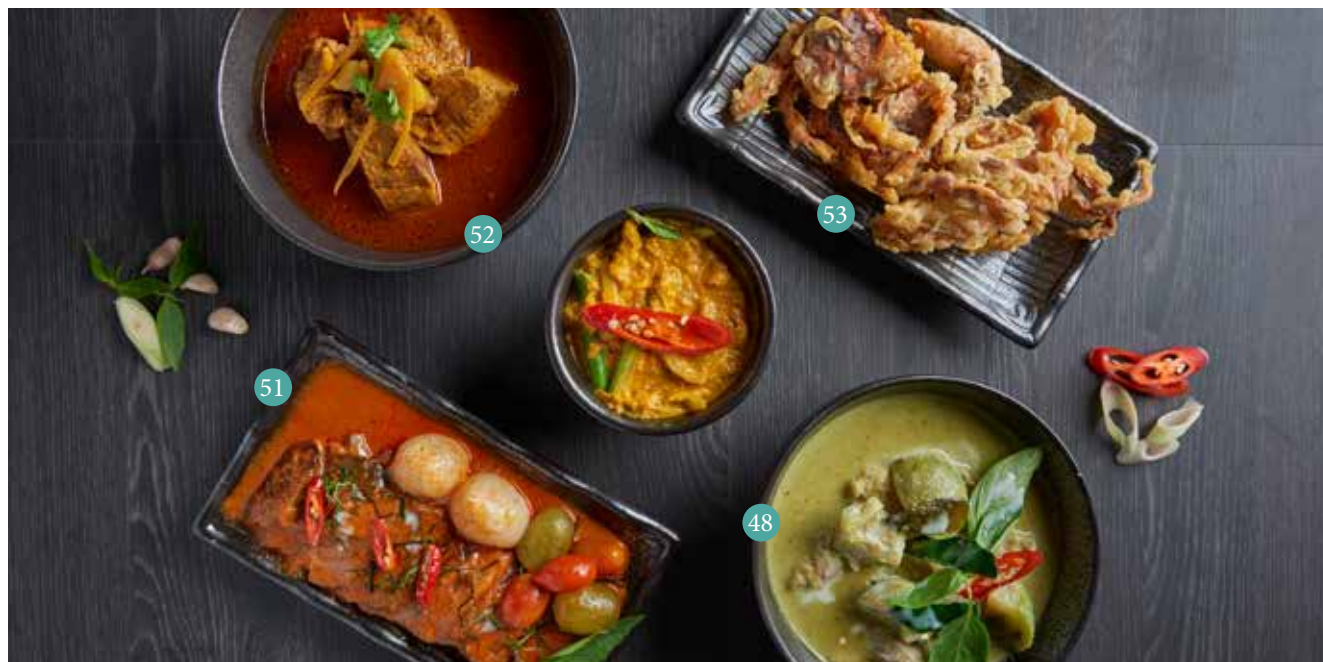
46. *pla tod yum saab*  
Deep-fried Dory Cutlet with   
Bangkok Jam Signature Salad

47. *gai tod yum saab*  
Deep-fried Chicken Cutlet with   
Bangkok Jam Signature Salad





# CURRY ON



Considered an iconic staple that all Thai lovers cannot live without, Thai curries are often rich and flavourful, complete with a spicy kick to one's tastebuds.

48. *gaeng keaw wan gai*

Chicken in Green Curry



49. *massamun neua*

Thai Massaman Curry with Beef 🍷

50. *gaeng gari gai*

Chicken in Yellow Curry



51. *gaeng daeng ped*

Duck Breast in Red Curry

52. *gaeng hang le moo*

Northern Thai Style Stewed 🍷

Pork Curry with Tamarind

53. *poo nim phad pong curries*

Deep-fried Soft Shell Crab in Yellow Curry

*Additional Thai Jasmine Rice at 1.50 per serving*





# ONE DISH WONDERS

Begin your wondrous Thai culinary adventure with Bangkok Jam's best-selling dishes like **Seafood Phad Thai**, **Beef Noodles Soup** and **Pineapple Fried Rice with Seafood**.

54. *phad si yew gai/moo*

Stir-fried Kway Teow  
with Chicken/Pork

55. *phad kra prow neua*

Minced Beef with Basil  
served with Thai Jasmine Rice

56. *phad kra prow gai*

Minced Chicken with Basil  
served with Thai Jasmine Rice

57. *bamee khamoo toon*

Braised Pork Trotter with  
Egg Noodles/Thai Jasmine Rice

58. *sriracha noodle*

Stir-fried Kway Teow with Sriracha Sauce  
Cuttlefish & Chicken/Pork

59. *sen lek nuea*

8-Hour Slow Cooked Beef Noodles Soup 🍲

60. *phad thai talay/gai/moo*

Signature Phad Thai 🍴  
with Seafood/Chicken/Pork





# ONE DISH WONDERS

61. *khao phad nam liab*

Olive Fried Rice *with* Minced Pork

62. *khao phad sapparot talay*

Pineapple Fried Rice *with* Seafood 🍷

63. *khao phad nam prik goong sod*

Chilli Fried Rice *with* Shrimps

64. *khao phad tom yum*

Tom Yum Fried Rice *with* Seafood

65. *sen lek tom yum talay*

Stick Noodles *in* Red Tom Yum *with* Seafood

66. *kway teow reu moo nam tok*

Stick Noodles *with* Pork Balls 🍷  
& Pulled Pork (Soup/Dry)

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# ONE DISH WONDERS



67. *khao yum pla saab*  
**Deep-fried Dory Cutlet** 🍴  
*with Thai Jasmine Rice*

68. *khao yum gai saab*  
**Deep-fried Chicken Cutlet** 🍴  
*with Thai Jasmine Rice*



69. *ba mee gaeng ped*  
**Egg Noodles with**  
**Duck Breast in Red Curry**

70. *ba mee poo*  
**Egg Noodles with Crabmeat & Bacon** 🍴

## VEGETARIAN

71. *phad thai jay*  
**Vegetarian Phad Thai**

72. *phad si yew jay*  
**Stir-fried Kway Teow with**  
**Deep-fried Tofu & Assorted Vegetables**

73. *gang keaw wan jay*  
**Assorted Vegetables in**  
**Green Curry served with Thai Jasmine Rice**

74. *khao phad nam liab jay*  
**Olive Fried Rice with Deep-fried**  
**Tofu & Mushrooms**

75. *kra prow tao hu*  
**Deep-fried Tofu with Long Beans & Basil**  
*served with Thai Jasmine Rice*

*\*Vegetarian & Non-Vegetarian dishes are cooked using the same utensils. Does not contain animal products (milk, eggs, cheese), onions, & garlic.*





# DESSERTS & BEVERAGES



Thai desserts, also known as “Kanom Thai”, are loved for their unique, colourful appearance and distinct flavours. A notable addition to the extensive dessert selection is the all-new crepe cakes, specially handcrafted by our in-house pastry experts. The Thai Milk Tea Crepe Cake offers a Thai twist to the classic French delight, with more than 12 layers of crepe, patiently layered with Thai Milk Tea cream and served with sweet red beans.



# DESSERTS

## THAI CAKES

*All Thai Cakes are served with a scoop of Vanilla Ice Cream.*

*Whole cakes available for pre-order at \$99+ per cake. Pre-order of 3 working days in advance is required. Self-collection at Bangkok Jam Bugis+ and Plaza Singapura.*

76. Thai Milk Tea Crepe Cake 🍵

*Crepe Cake with Thai Milk Tea  
Cream and Red Beans*

77. Raspberry White Chocolate Crepe Cake 🍷

*Crepe Cake with Vanilla Cream*

78. Chocolate Crepe Cake

*Crepe Cake with White Chocolate Mousse  
and Milk Chocolate Sauce*

79. Chilli Chocolate Cake

*Chilli Chocolate Cake with Rich Chocolate Ganache*





## DESSERTS



## SNOW ICE

## 80. Takes 2 to Mango

*Mango Snow Ice with Fresh Mango, White Pearls  
Coconut Cream and Mango Yuzu Sorbet*

## 81. Berry Perky

*Strawberry Snow Ice with White Chocolate Rose Cream  
Lychee, Raspberries and Vanilla Ice Cream*

## 82. Green with Envy

*Green Milk Tea Snow Ice with Sweet Red Bean Sauce,  
Azuki Beans, Crushed Peanuts and Vanilla Ice Cream*

## DESSERT IN A JAR

## 83. Mango Sticky Rice

*Sliced Mango with Sticky Rice and  
Warm Coconut Milk*

## 84. Caramelised Tapioca

*Served with Warm Coconut Milk*

## 85. Pandan &amp; Butterfly Pea Sago



# DESSERTS

## WAFFLES

### 86. Mango Mania

*Fluffy Waffle topped with Exotic Fruit Compote, Candied Walnut and Coconut Ice Cream*

### 87. Nuts for Bananas

*Fluffy Waffle topped with Sliced Bananas, Peanuts, Crushed Cornflakes and Vanilla Ice Cream*

## OTHERS

### 88. Fried Prata 🍴

*Crispy Prata with Green Milk Tea Sauce and Sliced Pumpkin*

### 89. Thai-Style Affogato

*Coffee with Vanilla Ice Cream and Coconut Milk*

### 90. Banana Tempura 🍴

*with Hot Caramel Sauce and Coconut Ice Cream*

### 91. Durian Sticky Rice

*Rich Durian Puree with Warm Sticky Rice*

### 92. Coconut Ice Cream with Red Ruby

### 93. Dessert of the Month

*\*Subjected to changes.*

*Please speak to staff on duty for more details\**





# BEVERAGES

## COFFEE

94. Freshly Brewed Coffee (*Hot*)
95. Cappuccino
96. Latte (*Hot/Cold*)
97. Thai Milk Coffee (*Hot/Cold*) 
- Original
  - with Pearls
  - with Grass Jelly

## SIGNATURE THAI BEVERAGES

98. Sour Plum *with Fizzy Soda*
99. Lemongrass Cooler 
100. Blended Coconut *with Ice Cream*
101. Fresh Thai Coconut
102. Thai Bandung 
- Original
  - with Pearls
  - with Grass Jelly

## CLASSIC MILK TEA

103. Thai Milk Tea 
- Original
  - with Pearls
  - with Grass Jelly
104. Thai Green Milk Tea
- Original
  - with Pearls
  - with Grass Jelly






# BEVERAGES



## CREATIVE MIX

(SWEETNESS LEVEL: 50% OR 100%)



105. Milk with Green Tea   
with Grass Jelly, Ginger Jelly, Black Pearls  
Sweet Potato Jelly and Pumpkin Jelly
106. Milk with Thai Tea  
with Grass Jelly, Ginger Jelly, Black Pearls  
Sweet Potato Jelly and Pumpkin Jelly
107. Milk with Coffee  
with Grass Jelly, Ginger Jelly, Black Pearls  
Sweet Potato Jelly and Pumpkin Jelly



**FUN FACT:**  
Our jelly toppings are all homemade!

## SMOOTHIE

All Smoothies are served with Whipped Cream.

108. Berry Delight   
Strawberry Smoothie with Sweet Strawberry Cubes
109. Mango Tango   
Mango Smoothie with Sliced Mango
110. Smooth Caramel  
Coffee Smoothie with Rich Caramel Sauce
111. Thorny Affair  
Thick Durian Smoothie with Vanilla Ice Cream
112. One in a Melon  
Watermelon Smoothie with Fresh Watermelon Cubes
113. Pine for You  
Pineapple Smoothie with Zesty Pineapple Slices
114. Bravo Avocado   
Avocado Smoothie with Fresh Avocado



# BEVERAGES

## SPECIALTY TEA SELECTION (HOT/CED)

- 115. Butterfly Pea Tea 🍵
- 116. Longan Tea
- 117. Green Apple Mint Tea *with* Lemon
- 118. Raspberry Tea
- 119. Classic Lemongrass Tea
- 120. Rose Lemongrass Tea 🍵
- 121. Lavender Lemongrass Tea
- 122. Osmanthus Lemongrass Tea

## TEA FORTE 🍵

- 123. Jasmine Green Tea
- 124. Mango Peach Tea 🍵
- 125. Chamomile Citron Tea
- 126. Ginger Lemongrass Tea
- 127. Citrus Mint Tea
- 128. Orchid Vanilla Tea
- 129. Earl Grey Tea 🍵

## JUICES

- 130. Lime Juice
- 131. Apple Juice
- 132. Orange Juice

## BEER

- 133. Singha
- 134. Tiger
- 135. Heineken
- 136. Chang

## OTHER BEVERAGES

- 137. Coke
- 138. Coke Zero
- 139. Sprite
- 140. Evian Mineral Water (500ml)
- 141. Badoit Sparkling Water (330ml)



## WEEKLY NEWS

With 24 years of culinary experience under her belt, Chef Thongloy Wilaiwan, is the mastermind behind the delectable menu that Bangkok Jam offers. Helming the Thai kitchen team for Creative Eateries for more than a decade, Chef Wilaiwan has actively showcased her culinary expertise, evident from her constant creations of new dishes with the help of modern cooking techniques.

Some notable items from the new menu that Chef Wilaiwan strongly recommends includes the classic Stick Noodles with Pork Balls and the Thai Massaman Curry with Beef, both of which requires extensive skills to perfect.



## FRANCHISE OPPORTUNITIES

Bangkok Jam has developed a proven formula for success over the decade and we are keen to engage new members to join our current franchise network. Whether you are an individual or an organisation, we welcome opportunities for partnership through international franchising.

### ***Bangkok Jam Key Success Factors***

- *Food offerings and price points resonates among the masses*
- *Easily replicable business model, poised for growth*
- *Simple service model*
- *No central kitchen required*
- *Mass market targeting promises high customer turn-over rates*

Visit [www.creativeeateries.com.sg/franchise](http://www.creativeeateries.com.sg/franchise) to learn more about the Creative Eateries Franchise Business. For enquiries, please email [franchise@createries.com](mailto:franchise@createries.com).







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