



THE BANGKOK PAPER



Inspired by the vivacious Bangkok, otherwise known as the “City of Angel”, Bangkok Jam started with a refreshing idea – to offer a modern twist to traditional Thai fare for diners who seek a contemporary culinary experience.

After a successful launch of its pioneer restaurants, the search to deliver good food continued for Creative Eateries. Noticing that consumers are constantly on the search for exciting F&B concepts, Bangkok Jam was conceptualised – a modern Thai dining bistro that adds a contemporary touch to the usual Thai fare while retaining the authenticity of the world’s beloved cuisine.

The first Bangkok Jam opened its door in 2007, conveniently located in the upscale suburban mall at Great World City. A winning formula comprising of modern cooking techniques, unique dishes, distinctive interior and quality fresh ingredients, Bangkok Jam delivers an exceptional dining experience that transports one to the cosmopolitan streets of Bangkok.



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 foreign dishes and giving life to a creation of their own. Here in Bangkok Jam, excite your palates by pairing the usual Thai dishes with this rousing list of handpicked Bangkok Jam Signatures.

1. *yang ruam mit*

Mix Grill Platter yummy **36.90**

*Chicken, Grilled Pork Skewers, Prawns,
Sous-Vide Beef & Bangkok Jam Signature Salad*

2. *crying tiger*

Grilled Australian Beef Ribeye yummy **29.00**

*served with Bangkok Jam
Signature Salad & Spicy Lime Dip*

3. *gai yang samoon prai*

Grilled Marinated **HALF - 15.00**
Chicken *served with* **WHOLE - 24.00**
Bangkok Jam Signature Salad

4. *gai yang song krueng*

Grilled Chicken Thigh **14.90**
with Lettuce Wrap

5. *lab si krong moo yang*

Grilled Pork Spare Ribs **25.90**
with Spicy Lime Dip

6. *moo sam chan op sauce*

Caramelised Pork Belly in Vinegar new **17.90**

7. *yum pla salmon rom kwan*

Smoked Salmon Salad *with* new **13.90**
Dill in Vinaigrette Dressing

8. *gaeng daeng ped*

Duck Breast in Red Curry new **16.90**

9. *ba mee poo*

Egg Noodles *with Crabmeat* yummy **13.90**
& Bacon

10. *khao phad tom yum*

Tom Yum Fried Rice *with Seafood* **13.90**



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 piquant tom yum powder. If you're not a fan of the deep-fry, go for the juicy **Grilled Pork Skewers**, glazed with our house-made Jaew Sauce or the **Fresh Green Papaya Spring Rolls** with Zesty Som Tum Dressing.



11. <i>tod mun pla</i> Thai Fish Cakes	9.90
12. <i>goong pun takrai</i> Lemongrass Prawn Cakes	11.90
13. <i>peek gai tod nam pla</i> Fried Chicken Mid Joints rummy with Thai Fish Sauce Marinade	10.90
14. <i>peek gai sod sai</i> Stuffed Chicken Wings with Marinated Minced Chicken & Glass Noodles	12.90
15. <i>porpiah tod</i> Deep-fried Spring Rolls	9.90

16. <i>som tum roll</i> Fresh Green Papaya Spring Rolls with Zesty Som Tum Dressing	8.90
17. <i>moo ping</i> Grilled Pork Skewers with Jaew Sauce	11.90
18. <i>plahmuk tod</i> Deep-fried Whole Squid with new Tom Yum Mayonnaise & Lime	13.90
19. <i>hed hor bacon yang</i> Bacon Wrapped Enoki Skewers new	8.90

LOCAL DELICACIES

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

20. *plahmuk phad kai kem*

Stir-fried Squid in Salted Egg Sauce new **13.90**

21. *gai phad kai kem*

Stir-fried Chicken in Salted Egg Sauce new **12.90**

22. *pla gao thod krob*

Deep-fried Barramundi in Sambal Sauce **30.90**

23. *khao phad nam prik*

Sambal Fried Rice **12.90**

24. *tom yum hua pla*

Fish Head in Tom Yum Curry yummy **25.90**

25. *khao na gai*

Sweet & Sour Chicken with Thai Jasmine Rice **12.90**

26. *khao na pla*

Sweet & Sour Fish with Thai Jasmine Rice **12.90**

27. *phad bung fai daeng*

Stir-fried Morning Glory in Sambal Sauce **10.90**

28. *tua fag yao phad prik*

Stir-fried Long Beans in Sambal Sauce **10.90**

29. *kha na phad hed*

Stir-fried Kailan with King Oyster Mushroom **11.90**

30. *phad tua ngok pla kem*

Stir-fried Bean Sprouts with Salted Fish **10.90**

31. *yang ruam mit*

Mix Grill Platter yummy **36.90**
Chicken, Grilled Pork Skewers, Prawns,
Sous-Vide Beef & Bangkok Jam Signature Salad



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**.

32. *tom yum talay* yummy
 Red Tom Yum Soup *with Seafood* **10.90**

33. *po taek talay*
 Clear Tom Yum Soup *with Seafood* **10.90**

34. *tom yum goong*
 Red Tom Yum Soup *with Prawns* **12.00**

35. *tom kha gai*
 Coconut Tom Yum Soup **10.90**
with Chicken

36. *plahmuk yang*
 Grilled Whole Squid **13.90**
with Seafood Sauce

37. *plahmuk nung paa now* new
 Steamed Whole Squid **13.90**
in Chilli & Lime Dressing

38. *yum mamuang*
 Spicy Mango Salad **9.90**

39. *som tum pu nim*
 Green Papaya Salad **14.90**
with Soft Shell Crab

40. *som tum*
 Green Papaya Salad **9.90**
with Dried Prawns & Peanuts

41. *yum woon tsen talay*
 Spicy Seafood Salad **13.90**
with Glass Noodles

42. *yum som o goong sod*
 Pomelo Salad *with Shrimps* **12.90**

43. *pla tod yum saab* new
 Deep-fried Dory Cutlet *with* **14.90**
 Bangkok Jam Signature Salad

44. *gai tod yum saab* new
 Deep-fried Chicken Cutlet *with* **14.90**
 Bangkok Jam Signature Salad

45. *phad kana moo daeng*
 Stir-fried Kailan *with Roasted Pork* **12.90**

46. *hed hor bacon yang*
 Bacon Wrapped Enoki Skewers **8.90**



SOUP



SALAD



STREET DISHES

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.

- 47. *gaeng keaw wan gai*
Chicken in Green Curry **12.90**

- 48. *massamun neua* yummy
Thai Massaman Curry with Beef **17.90**

- 49. *gaeng gari gai*
Chicken in Yellow Curry **14.90**

- 50. *gaeng daeng ped* new
Duck Breast in Red Curry **16.90**

- 51. *gaeng hang le moo* yummy
Northern Thai Style Stewed Pork Curry with Tamarind **17.90**

- 52. *poo nim phad pong curries*
Deep-fried Soft Shell Crab in Yellow Curry **18.90**

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.**

53. <i>phad si yew gai / moo</i> Stir-fried Kway Teow with Chicken/Pork	12.90
54. <i>kway teow neua heng</i> Dry Beef Kway Teow with Sliced Beef & Beef Meatball	14.90
55. <i>phad kra prow neua</i> Minced Beef with Basil served with Thai Jasmine Rice	14.90
56. <i>phad kra prow gai</i> Minced Chicken with Basil served with Thai Jasmine Rice	11.90
57. <i>bamee khamoo toon</i> Braised Pork Trotter with Egg Noodles / Thai Jasmine Rice	14.90

58. <i>sriracha noodle</i> Stir-fried Kway Teow with Sriracha Sauce, Cuttlefish & Chicken/Pork	12.90
59. <i>sen lek neua</i> Beef Noodles Soup	14.90
60. <i>phad thai talay / gai / moo</i> Signature Phad Thai with Seafood/Chicken/Pork	12.90
61. <i>khao phad nam liab</i> Olive Fried Rice with Minced Pork	11.90
62. <i>khao phad sapparot talay</i> Pineapple Fried Rice with Seafood	12.90
63. <i>khao phad nam prik goong sod</i> Chilli Fried Rice with Shrimps	12.90

VEGETARIAN

76. *phad thai jay*
Vegetarian Phad Thai **11.90**

77. *phad si yew jay*
Stir-fried Kway Teow with
Deep-fried Tofu & Assorted Vegetables **12.90**

78. *gang keaw wan jay*
Assorted Vegetables in
Green Curry served with Thai Jasmine Rice **12.90**

79. *khao phad nam liab jay*
Olive Fried Rice with Deep-fried
Tofu & Mushrooms **11.90**

80. *kra prow tao hu*
Deep-fried Tofu with
Long Beans & Basil
served with Thai Jasmine Rice **11.90**

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



64. *khao phad tom yum*
Tom Yum Fried Rice with Seafood **13.90**

65. *sen lek tom yum talay*
Stick Noodles in Red Tom Yum
with Seafood **13.90**

66. *kway teow reu moo nam tok* new
Stick Noodles with Pork Balls
& Pulled Pork **14.90**

67. *khao yum pla saab* new
Deep-fried Dory Cutlet
with Thai Jasmine Rice **14.90**

68. *khao yum gai saab* new
Deep-fried Chicken Cutlet
with Thai Jasmine Rice **14.90**

69. *ba mee gaeng ped* new
Egg Noodles with Duck Breast
in Red Curry **16.90**

70. *ba mee poo* yummy
Egg Noodles with
Crabmeat & Bacon **13.90**

71. *crying tiger* yummy
Grilled Australian Beef Ribeye **29.00**
served with Bangkok Jam Signature
Salad & Spicy Lime Dip

72. *gai yang samoon prai*
Grilled Marinated Chicken **HALF - 15.00**
served with Bangkok Jam **WHOLE - 24.00**
Signature Salad

73. *gai yang song krueng*
Grilled Chicken Thigh **14.90**
with Lettuce Wrap

74. *khao phad tom yum*
Grilled Pork Spare Ribs **25.90**
with Spicy Lime Dip

75. *moo sam chan op sauce* new
Caramelised Pork Belly
in Vinegar **17.90**

DESSERTS

Thai desserts are more than just something sweet to eat after a meal. Each Thai dessert or “Kanom Thai”, has their own unique, colourful appearance and distinct flavour. Thai desserts are usually made of three principle ingredients, namely flour, sugar and coconut. Despite the simple components, Thai desserts require sophisticated skills, time and effort in the preparation process.



- 81. Durian Sticky Rice 10.90

- 82. Mango Sticky Rice 9.90

- 83. Coconut Ice Cream 8.90
with Red Rubies

- 84. Banana Tempura 10.90 yummy
with Hot Caramel Sauce

- 85. Thai Chendol 8.90

- 86. Caramelised Tapioca 8.90

- 87. Crispy Fried Prata *with Green* 7.90
Milk Tea Sauce & Sliced Pumpkin

- 88. Thai Milk Tea Crepe Cake 9.90 must try
Crepe Cake with Thai Milk Tea Cream and Red Beans

- 89. Thai Green Milk Tea Crepe Cake 9.90
Crepe Cake with Thai Green Milk Tea Cream

- 90. Chocolate Crepe Cake 9.90
Crepe Cake with White Chocolate Mousse and Milk Chocolate Sauce

- 91. Chilli Chocolate Cake 9.90 yummy
Moist Chocolate Cake with Rich Chocolate Ganache and Chilli Padi

BEVERAGES

SIGNATURES

- 92. Sour Plum topped with Fizzy Soda **6.50**
- 93. Brewed Butterfly Pea
with Fizzy Pandan **6.50**
- 94. Roselle Cooler **6.50**
- 95. Lemongrass Cooler with
Tropical Fruits & a hint of Lime **6.90**
- 96. Blended Fresh Coconut
with Ice Cream **7.50**
- 97. Thai Green Milk Tea (Hot / Cold) **4.90**



BEVERAGES

HOMEMADE THAI BEVERAGES

98. Thai Milk Tea (Hot / Cold)	\$4.90
99. Lemongrass Tea (Hot / Cold)	\$4.90
100. Fresh Thai Coconut	\$6.90
101. Iced Lemon Tea	\$4.90
102. Watermelon & Lime Freeze	\$6.90
103. Lychee Mojito	\$6.90
104. Lychee Mint Cooler	\$6.90

JUICES

105. Lime Juice	\$6.50
106. Watermelon Juice	\$6.50
107. Calamansi Juice	\$6.50
108. Apple Juice	\$6.50
109. Pineapple Juice	\$6.50
110. Orange Juice	\$6.50

SOFT DRINKS

111. Coke	\$4.90
112. Coke Zero	\$4.90
113. Sprite	\$4.90

COFFEE

114. Thai Milk Coffee (Hot / Cold)	\$4.90
115. Fresh Brewed Hot Coffee	\$4.90
116. Cappuccino	\$5.50
117. Latte	\$5.50

TEA

118. English Breakfast Tea*	\$5.90
119. Jasmine Green Tea*	\$5.90
120. Green Mango Peach Tea*	\$5.90

121. Chamomile Tea*	\$5.90
122. Ginger Lemongrass*	\$5.90
123. Citrus Tea*	\$5.90
124. Orchid Vanilla Tea	\$5.90
125. Butterfly Pea Flower Tea	\$5.90

(*Tea selection is Australian Certified Organic)

BEER

126. Tiger	\$10.90
127. Heineken	\$10.90
128. Singha	\$10.90
129. Chang Beer	\$10.90

OTHER

130. Evian Mineral Water (500ml)	\$4.90
131. Badoit Sparkling Water (330ml)	\$4.90



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.



SEARCHING FOR

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 to learn more about the Creative Eateries Franchise Business. For enquiries, please email franchise@createries.com.





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