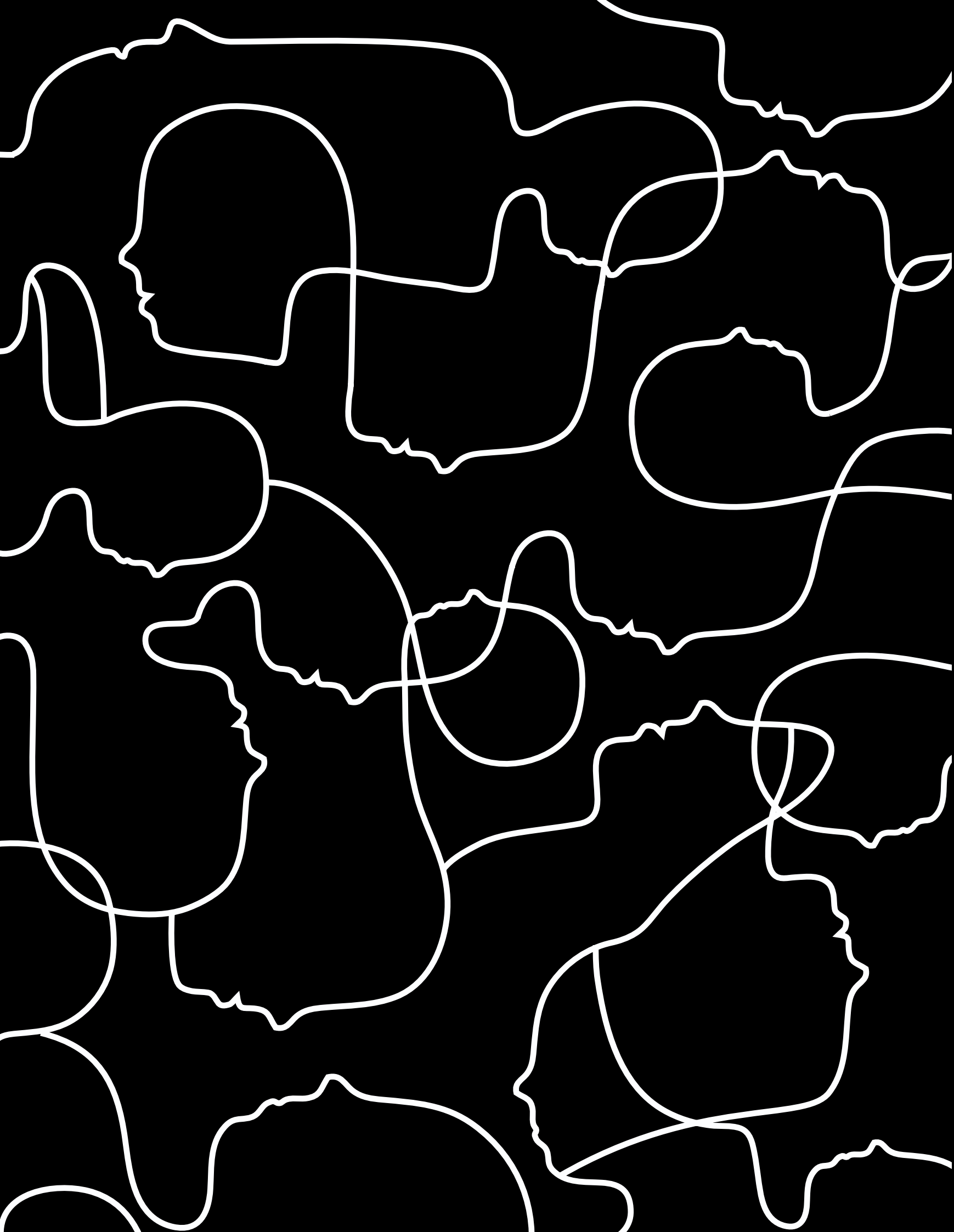


Social
affair
coffee &
bakehouse



Introduction

Social Affair Coffee & Bakehouse is specialising in home-made pastries, coffee, and all day dining. We proudly make and bake our own baked goods, from the variety of pastry such as sweet and savoury croissants, cake selections on display, to all the bread we use in our menu

Social Affair first set foot in Pantai Indah Kapuk in 2016 and have opened a few more branches around Jakarta over the years.

Proudly calling itself as a bustling hub of Indonesian-Australian inspired sweet and savoury delights, Social Affair serves freshly baked pastries and cakes, all-day brunch, international meals, and a variety of beverages from specialty coffee to artisanal chocolate drinks to refreshing mocktails.

We take pride in using high-quality ingredients to ensure a fulfilling dining experience to everyone.



• Toastie

Ah, toastie...

**A comfort food, tasty breakfast, speedy lunch
and also known as snacks for some people.**

To celebrate the year of 2022, Social Affair is launching a whole new section of menu: It's Toastie!

A lot of Japanese ingredients are used in these toasties. From furikake to tobiko. But, don't worry! We will still have other Western-inspired flavour as usual!

Toastie, as you all know is a slang for toasted sandwich in both Australia and United Kingdom. It could also be 'toasty' which means pleasantly or comfortably warm. It would be lovely to serve anything that scream "Comfort" to your table.

Fun fact: The word "toast," in fact, comes from the Latin word "tostum," meaning "to burn or scorch."



Smoked Salmon on Toast 135

White bread, scrambled eggs, hollandaise sauce, smoked salmon, potato wedges and mixed salad

Beef Patty on Toast

95

White bread, beef patty, cheese, mac & cheese nuggets, honey mustard, potato wedges and mixed salad





Egg Mayo on Toast

80

White bread, egg salad, yuzu mayonnaise, furikake, soft boiled egg, tobiko, potato wedges and mixed salad

Presentation of actual image may differ from picture shown



Spicy Tuna Mayo on Toast **80**

White bread, tuna mayonnaise, ramen egg,
spicy salmon skin, potato wedges
and mixed salad

Presentation of actual image may differ from picture shown



Kani Mayo on Toast

85

White bread, kani mayonnaise, furikake,
potato wedges and mixed salad

• Brunch

As you may know, brunch is a combination of breakfast and lunch eaten usually during the late morning to early afternoon, generally served from 11 am up to 3 pm.

But hey! Here at Social Affair, we served all-day brunch! You could have our “Egg Benedict” as late as you wanted and nobody would bats an eye or even our “Croissant Affair” served with Social Affair homemade butter croissants and melting poached egg once you cut through it with your knife.

Fun fact: In the United States, brunch has the stereotypical for romantic routine for couple and girlfriends hanging out to gossip. Australia on the other hand, has another different meaning. They take their ‘brekkie’ to the next level, associated with the coffee culture in Melbourne and laid back attitude from Sydney surfer’s lifestyle, it brings their typical home breakfast to a brunch style with fancy garnish and Instagenic plate. From Smashed Avocado to Berry Pancake, you would know what we meant.





Croissant Affair

90

Croissant, pork ragout, bacon,
poached egg and mesclun salad

Croque Madame

90

Toasted rye bread, bacon, yellow cheddar, Mornay sauce, sunny side up egg and mesclun salad



Asian Big Breakfast

115

Fried rice, sunny side up egg, sausages, bacon, yellow fried chicken and sambal matah



Big Breakfast

135

Norwegian smoked salmon, bacon, sauteed mushroom, sausage, homemade baked beans and grilled tomato (**your choice of poached or scrambled or sunny side up egg**)



Hamburg & Egg

135

Beef patty, sauteed mushroom,
chorizo sausage, tater tots, fried eggs,
and cheese sauce



Heirloom Cherry Tomato Bruschetta

75

Sourdough, green pesto, heirloom cherry tomato, feta cheese, parmesan cheese tuille, and balsamic reduction

Baked Eggs

95

Meatballs, beef sausage, tomato based, omega eggs and toasted sourdough



Smashed Avocado and Mushroom

85

Sourdough, smashed avocado, scrambled eggs, mushroom, feta cheese and mesclun salad





Chicken Stacks

90

Buttermilk chicken, corn fritters,
coleslaw, chili mayo and mesclun salad



1. Egg Benedict

95

Norwegian smoked salmon, ikura, poached egg, fish roe hollandaise and mixed salad

2. Korean Egg Benedict

95

Gochujang glazed compressed chicken, kimchi, poached eggs, hollandaise sauce and mixed salad

Banana French Toast

65

Brioche, fresh banana, fresh berries, strawberry coulis, banana ice cream, cinnamon powder and icing sugar



• Soup

“Nothing says love more than a fragrant bowl of homemade chicken soup”

Ever heard of that saying before? Soup is the way to your soul! Back in the days, soup was one of the best meals to serve for dinner and an expression of motherly love towards children. Nowadays, soup can be seen as an appetisers or a

complete small meal. We have a variety of soup for your taste from Mushroom Soup or the humble Onion Soup or the extravagant Seafood Chowder served on our homemade bread bowl. Perfect choice for a rainy day!





Seafood Chowder

75

Prawn, barramundi fish, baby squid,
fish cream chowder and bread bowl

Social Affair

coffee &
bakehouse

Mushroom Soup

65

Mushroom soup served
with cheese stick and cream



• Salad

**We know that you love meat! Yes, so do we!
Especially, meat that melts in your mouth. But,
We gotta throw some green colours for health and
nutrition sake!**

Not only that our salad is healthy
and has at least one type of protein
in each dish, but also pretty looking

So girls, if you would like to have a pretty
looking light meal while maintaining your
healthy lifestyle, we got you covered!

Buddha Bowl

80

Quinoa, edamame bean, chick peas, glazed red cabbage, seared baby romaine, pickled carrot, roasted pumpkin, avocado, seared tofu teriyaki sauce, sesame seed and honey lemon dressing





Roast Beef Salad

95

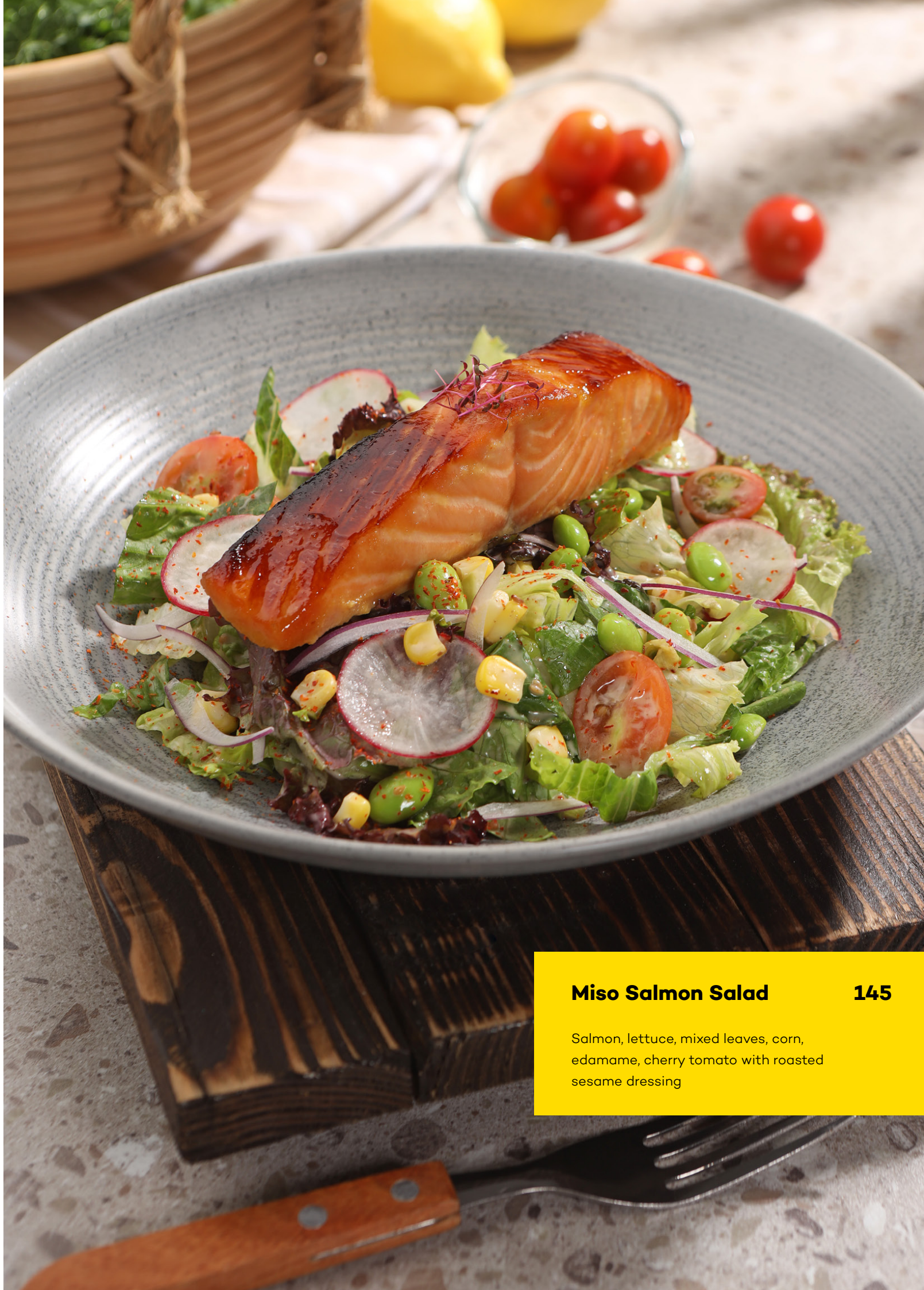
US sirloin, mesclun salad, coriander, mint leaves, cherry tomatoes, cucumber, carrot, red onion and chili lime dressing

Tuna Salad

80

Tuna chunks, mesclun salad, beetroot puree, carrot, capsicum, sweet corn, potato, lemon dressing and deep fried egg yolk





Miso Salmon Salad

145

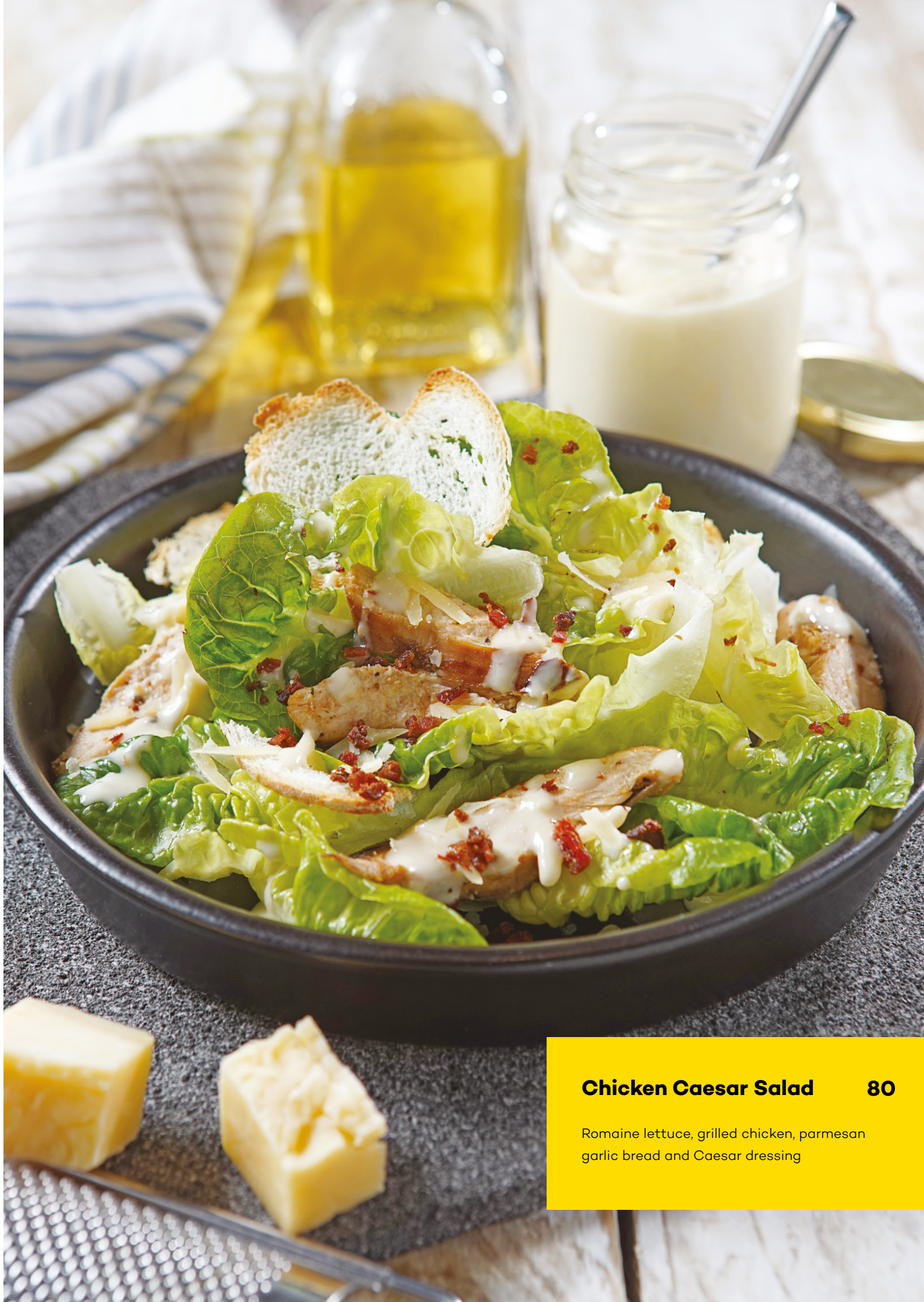
Salmon, lettuce, mixed leaves, corn, edamame, cherry tomato with roasted sesame dressing



Watermelon Salad

80

Watermelon cubes, cucumber, watercress, coriander, mint, pistachio with Nam Jim dressing



Chicken Caesar Salad 80

Romaine lettuce, grilled chicken, parmesan
garlic bread and Caesar dressing

• Pasta & Rice

**What would Indonesia be if there were no rice?
We can't even imagine!**

In this section, you will find plenty of delicious pasta and rice dishes with a tiny bit fusion of Asian.

That crackling on Bolognese spaghetti or Sambal Matah on Salmon?

Our chef sure is creative in the kitchen! Not to mention, our own family recipe of Oxtail soup. Again we said, soup is the way to your soul. Oh, and did we mention that our Social Affair Fried Rice is a must try?





Linguine Aglio e Olio 80

Linguine served with compressed chicken, champignon mushroom, garlic and chili



**Truffle Mushroom
Angel Hair** 95

Angel hair pasta served with shitake, chopped mushroom, creamy brown sauce and 65° egg



Truffle Spaghetti

95

Spaghetti served with sauteed chicken, mushroom, truffle cream and grana padano

Presentation of actual image may differ from picture shown



Spaghetti Bolognese

90

Spaghetti served with pork Bolognese sauce and pork crackling

Linguine Vongole

80

Linguine, vongole, white wine and cherry tomato





**Pork Mac
and Cheese**

95

Bacon, macaroni, cheese sauce,
crumbs and pork crackling



Pasta & Rice

Crispy Duck

155

Crispy half duck, urap Bali, kecombrang rice, and trio sambals (red, green, matah)



**Baked Salmon
Mentai Rice**

150

Salmon diced, rice, nori, mentai sauce,
tobiko, furikake and salmon skin



Salmon Sambal Matah

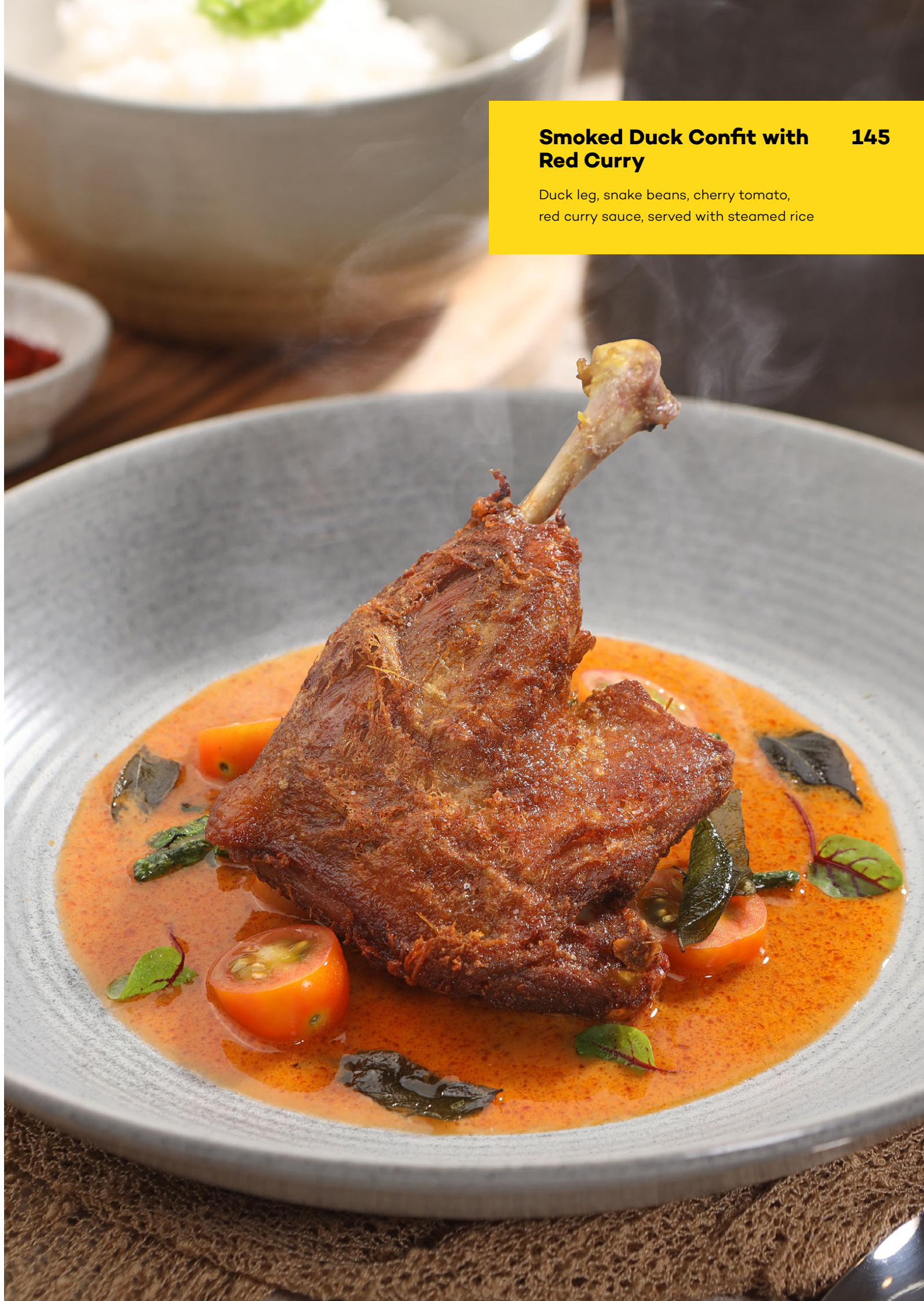
160

Seared salmon, urap Bali, sambal matah
and steamed rice

Smoked Duck Confit with Red Curry

145

Duck leg, snake beans, cherry tomato, red curry sauce, served with steamed rice





Grilled Saba

145

Grilled saba, furikake, steamed rice,
ramen egg, tobiko, pickled daikon and yuzu soy



Short Ribs Rice Bowl

90

Fried braised beef short ribs, sweet and spicy soy glazed, sauteed baby bok choy, steamed rice and ramen egg



1. Balado Braised Beef Rice Bowl

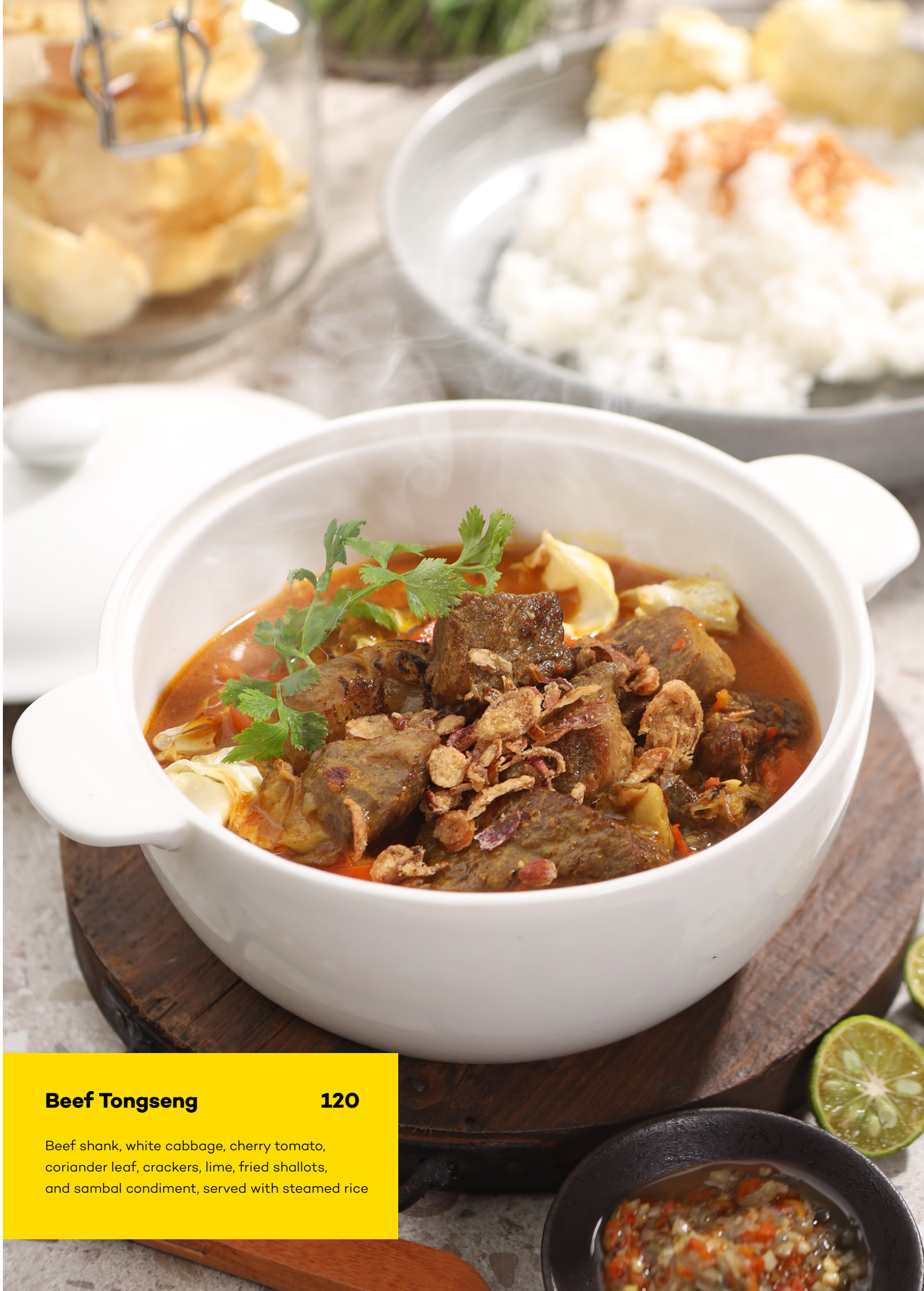
90

Braised beef short ribs, sautéed spinach, sunny side up egg, balado sauce and steamed rice

2. Pork Belly Rice Bowl

90

Caramelised pork belly, 65° egg, sautéed bok choy and steamed rice



Beef Tongseng

120

Beef shank, white cabbage, cherry tomato, coriander leaf, crackers, lime, fried shallots, and sambal condiment, served with steamed rice

Ayam Geprek

90

Deep fried buttermilk chicken with chili, kaffir lime rice, lalapan, chili sauce and sambal teri kacang





Pork Belly Sambal Matah on Rice

95

Deep Fried Pork Belly, Steamed Rice,
Sambal Matah and Urap

Presentation of actual image may differ from picture shown



Nasi Goreng Gila

90

Fried rice topped with Indonesian "Gila" sauce, crackers and sunny side up egg

A close-up photograph of a Chicken Nanban bowl. The bowl is light grey and contains a serving of white rice topped with a thick, creamy yellow-orange sauce. The chicken pieces are dark brown and coated in the same sauce. To the left of the chicken is a portion of coleslaw made of shredded white and purple cabbage. A bright yellow lemon wedge is placed on the left side of the bowl. The bowl sits on a piece of light brown burlap fabric. In the background, there is a wire basket with two lemons, a small white bowl of red chili sauce, and a white ceramic cup with a lid.

Chicken Nanban

85

Fried chicken, Nanban sauce, coleslaw, steamed rice and furikake



Salted Egg Rice Bowl

80

(Choose between fish or chicken)
Salted egg sauce, sunny side up egg
and steamed rice



1. Oxtail & Ribs Soup 175

Oxtail & ribs soup using our family recipe served with steamed rice, emping crackers and condiments

2. Samcan Fried Rice 95

Chili fried rice, bacon, pork belly, pickles, pork crackling and topped with crispy egg yolk

• Mains

Let us take you to an International cuisine journey.

In this section, you will find several of international cuisines, from unique Burger, an Italian dish to Australian pride and joy dishes. Our main menu is further simplified into easy to understand organised categories.

You can't really do nothing wrong, we have done the hard work for you. Each ingredient is there for a purpose and together they created balanced and elevated dish that can truly be enjoyed at any time of the day!

Price are in thousands of Rupiah and exclude tax and service charges



Spicy XL Chicken Burger

90

Spicy buttermilk chicken, cabbage,
served with French fries and mesclun salad

PICK YOUR HEAT LEVEL

0 No Affair
Whatsoever

1 Socially
Acceptable

2 Affair got
heat up!

3 Fire in the
hole!



Inside Out Cheese Beef Burger

95

Beef patty with cheese filling, yellow cheddar, onion, pickles, served with French fries and mesclun salad



Hamburg Steak

90

Beef patty with cheese filling, sauteed mixed vegetables, French fries, soy and tomato gravy

Presentation of actual image may differ from picture shown

Steak & Frites

180

US beef striploin, mushroom sauce, served with French fries and mesclun salad





Half Roasted Chicken

120

Cajun marinated chicken, French fries, mesclun salad and black pepper sauce



Fish & Chips

80

Beer battered dori fish, French fries, served with garlic lemon butter cream sauce



Miso Salmon

165

Miso marinated salmon, salmon croquette,
65° egg, bonito flakes and mesclun salad

• Snacks

Based on our observation, there are three types of people who will order on the Snacks section.

One is the people who think they won't be full enough with their main meals so they should order something else and also to 'share' within the group. Second is the people who had a late lunch but still need something to munch while

working something on their laptop or just gossiping with friends. Third is the parents who thinks their children won't be able to finish a whole meal, then they will order snacks to keep their children quiet.

Which one are you?

Chicken Skin 50



Popcorn Chicken 50



Korean Chicken Wings 60



Nachos 65





Deep Fried Calamari 50



Salt and Pepper Tofu 50



Honey Sriracha Chicken Wings 60

Potato Wedges 45



Truffle Fries 50



Social Cheese Fries 55



• Desserts

We could write any cliché intro here like Desserts is Stressed spelled backwards and so on, but we're so excited for this!

Because, Social Affair has finally launched a desserts section! We have been famous and well-known for our pastry, Croffle™ and usually customers will just order desserts from our cake and pastry display.

But this time, our new chef has created stunning desserts that are beautifully presented, International-inspired and will definitely satisfy your sweet craving!



Chocolate Skillet

75

Tomato chocolate cake, chocolate soup, choco crumb, and whipping cream (ideal for sharing)



Apple Crumble

65

Cinnamon apple, vanilla ice cream,
oatmeal crumble and caramel sauce



Tiramisu

65

Coffee tuille and vanilla cream



Eaton Mess

70

Berry coulis, meringue, vanilla cream, vanilla ice cream and berries



Colenak

65

Fermented cassava cream, tapioca pearl, coconut ice cream, peanut crumble and aren syrup

Fruit Salad

65

Watermelon, plum, grapefruit, berries and lemon mint granita



Presentation of actual image may differ from picture shown

• Pastry

Social Affair is famously known for its pastries and for the first original CROFFLE™ in Indonesia!

We proudly claimed to be the first pioneers of unique-flavour croissants in Indonesia.

We invented Martabak Croissant in 2016, and it has been one of our signatures ever since.

The invention didn't stop there.

We managed to bring seasonal Asian flavours of croissants such as Sambal Abon, Cendol, Kaya Toast, and Salted Egg to our customers,

but we also expanded our creativity to CROFFLE™.

CROFFLE™ is a combination of croissant and waffle. Having launched in August 2020, our CROFFLE™ has captured people's hearts and has gained so much attention nationwide.

From sweet to savoury, we have it all! No one could resist the flaky, buttery goodness of freshly baked pastries every day, which are also available in a variety of flavours.

Prices are in thousands of Rupiah and exclude tax and service charges

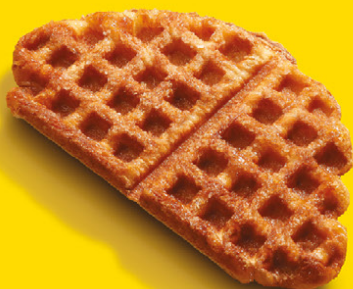


CROFFLE™

Croissant + Waffle

Croffle™ is the combination of croissant and waffle. Having launched in August 2020, our Croffle™ has captured people's heart and gained so much attention nationwide.

Plain	28
Cinnamon Sugar	28
Biscoff Lotus	30
Kaya Toast	30
Maple	30
Nutella	30
Ovomaltine	30
Peanut Butter & Jelly	30
Salted Caramel	30





**Social Affair
Croffle™**

single

55

double

75

Croissant waffle served with banana, strawberry,
vanilla ice cream, and chocolate sauce
(option for single or double croffle™)

Presentation of actual image may differ from picture shown



PASTRY

Freshly baked everyday with high quality butter and ingredients.

Croissant

Butter	25
Nutella Pain au Chocolat	33
Salted Egg Yolk	35
Triple Cheese Lava	35
Almond	38
Chocolate Lava	38
Martabak	38

Pie & Quiche

Beef Bacon & Cheese Quiche	40
Spinach & Mushroom Quiche	40
Beef Pie	40
Chicken & Mushroom Pie	40

Cromboloni

Cashew Chocolate	40
Kopi Kampoeng	40
Matcha	40
Milo	40
Peanut Butter & Jelly	40
Oreo	40

Cake

Please check our showcase for available cakes of the day

Price are in thousands of Rupiah and exclude tax and service charges



• Drinks

Who could resist the smell of freshly brewed coffee?

Sipping and slurping your favourite coffee drinks and enjoy a freshly baked croissant with your morning or afternoon coffee.

Our house-blend coffee beans and single origin beans are sorted and roasted by our trusted local roaster. There are some cultural treats like Matcha Latte, and for chocolate

lover, we have French Rose Earl Grey Hot Chocolate! Lastly, our signature Avocado Affogato, which we have been keeping under wraps!

Oh and don't forget about our latest Crunchy Dalgona edition!

We hope you enjoy our drinks menu and have as much fun as we did making it.





COFFEE

Roasted locally with specialty grade coffee beans. Kindly ask our baristas for single origin bean available today.



Espresso Bar

HOT.

Espresso	30
Americano	35
Piccolo	40
Cappuccino	40
Caffe Latte	40
Mocha	45
Magic	40

COLD.

Iced Americano	40
Iced Caffe Latte	45
+ Vanilla Ice Cream	50
Mocha	50
+ Chocolate Ice Cream	55
Cold Brew	35
<i>24-hr cold brewed coffee</i>	
Cold Brew with Milk	40
<i>24-hr cold brewed coffee with milk</i>	
Iced Matcha Espresso Latte	50
Classic Affogato	40
<i>Homemade vanilla ice cream and espresso</i>	

+ Add Shot	5
+ Add Soy Milk / Almond Milk	10



Brew Bar

Filter Coffee	50
Japanese Ice Drip	55

“A HEAVENLY
COMBINATION OF
COFFEE
& DESSERT”



**Pistachio
Dirty Latte**

50



**Salted Caramel
Dirty Latte**

45



**Tiramisu
Dirty Latte**

45



1. Es Kopi Kampoeng

35

Our own take on traditional coffee sweetened with Gula Aren

2. Kopi Kampoeng Granita

45

Semi-frozen kopi kampoeng



3. Avocado Float

Blended fresh avocado with homemade vanilla or chocolate ice cream and espresso

50

4. Avocado Affogato

Avocado “kerok” with homemade vanilla and chocolate ice cream then topped with espresso

50

Presentation of actual image may differ from picture shown



Avocado with Coffee Granita

55

Avocado “kerok” and semi frozen kopi kampoeng served with vanilla ice cream and chocolate sauce

Presentation of actual image may differ from picture shown

Crunchy DALGONA

The first crunchy dalgona in Indonesia
YOU'VE NEVER HAD DALGONA LIKE THIS BEFORE!



1. Crunchy Dalgona Affogato

40

served with milk, espresso, housemade vanilla ice cream, and topped with crunchy dalgona

2. Crunchy Dalgona Milk

35

served with milk, and topped with crunchy dalgona

3. Crunchy Dalgona Latte

45

served with milk, espresso, and topped with crunchy dalgona





NON-COFFEE

For the rare occasion when you don't want to drink coffee but still want the best

Classic Loose Tea by Jing Tea

English Breakfast	35
Earl Grey	35
Jasmine Tea	40
Blackcurrant & Hibiscus	35
Lemongrass & Ginger	35
Rosebud	40
Chamomile	35
French Vanilla	40
Peppermint	35

Iced Tea

Fresh Brewed Iced Tea	35
Lychee / Peach / Strawberry	40
Lemon Tea	45

Matcha Latte

45

made in house with real Japanese green tea powder from Uji Kyoto

HOT / ICED / BLENDED

Signature Chocolate

45

Made in house with 100% Belgian chocolate

HOT / ICED / BLENDED

Dark
Milk



Presentation of actual image may differ from picture shown



French Rose Earl Grey Chocolate

50

Dark chocolate infused with earl grey
topped with French rose petals

Presentation of actual image may differ from picture shown



Cold-pressed Juice

Made fresh with no added sugar

Pure Orange Juice	55
Pure Apple Juice	45
Orange + Apple Juice	45
Spring Morning	50
<i>Spinach, navel orange, apple, pineapple, cucumber</i>	
Zing	50
<i>Orange, carrot, pineapple, green apple, ginger</i>	
Tropical	50
<i>Pineapple, watermelon, orange, green apple</i>	

Smoothies **50**

Triple-Berry	
<i>Strawberry, raspberry, blackberry</i>	
Banana & Co	
<i>Banana, peach, orange</i>	
Mango Tango	
<i>Mango, strawberry, pineapple</i>	
Pina Colada	
<i>Pineapple, banana, passion fruit</i>	



Others

Beer

Bintang / Bintang Radler	50
Heineken	60
Guinness Stout	60
Hoegaarden Rosee	75
Hoegaarden Witbier	90
Corona	90

Water

Aqua Reflections Still	35
Aqua Reflections Sparkling	40

Soft Drinks **35**

Coke / Sprite	
---------------	--



1

2

3

4

5

Mocktails

50

1. Virgin Coconut Mojito

Fresh coconut water, lime juice, fresh mint leaf, and coconut sorbet

2. Sunny Breeze

Orange, passionfruit, pineapple juice and peach

3. Lemongrass & Ginger Fizz

Homemade lemongrass & ginger syrup, lemon juice and ginger ale

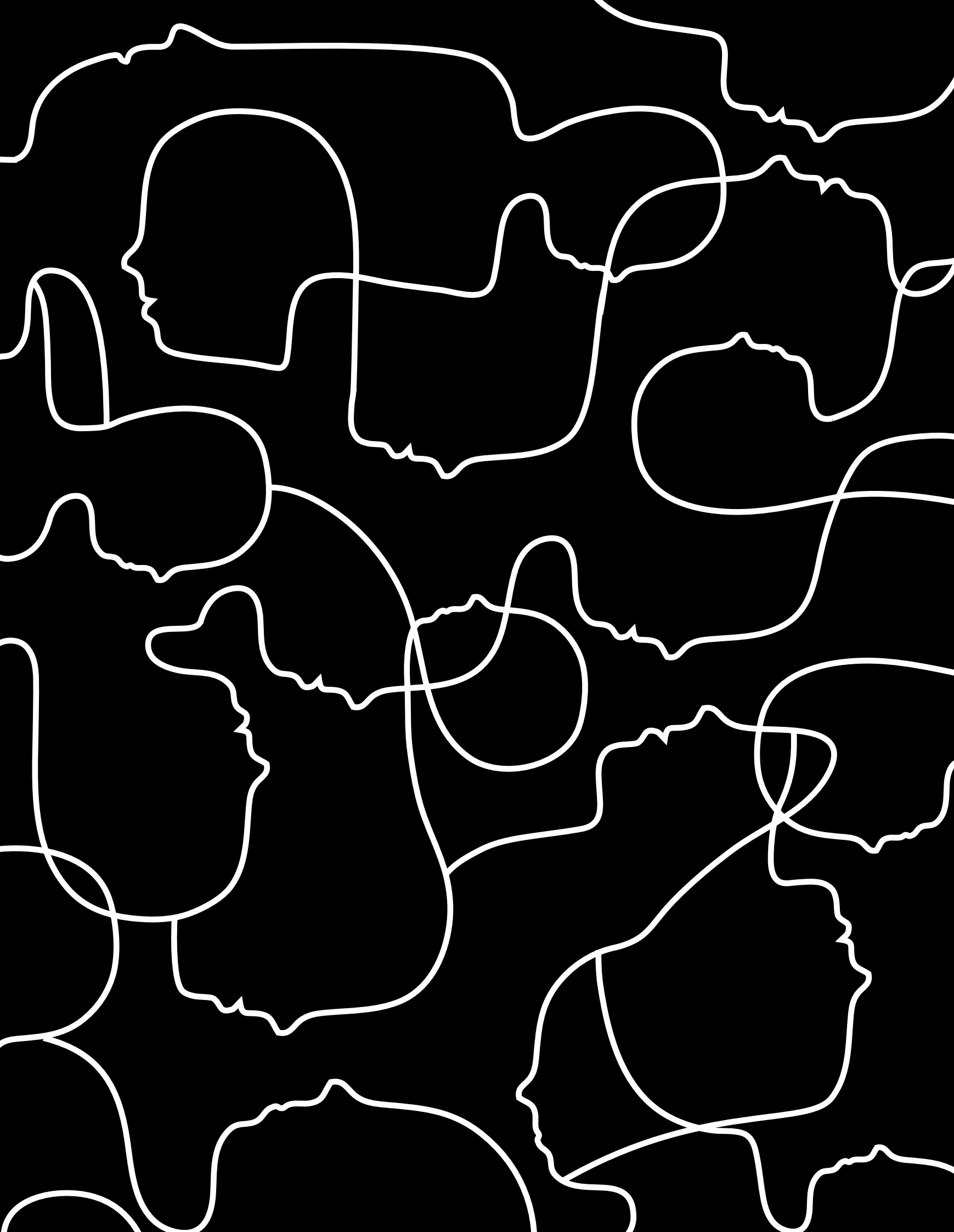
4. Raspberry & Co

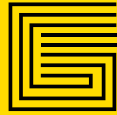
Raspberry, lychee, rose syrup and soda water

5. Double “U”

Watermelon, orange and lychee syrup







artisan
kuliner
group