

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.



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 serve all-day brunch — so yes, you can enjoy our Egg Benedict as late as you like and no one will bat an eye. Or try our signature Croissant Affair, featuring our homemade butter croissant topped with a perfectly poached egg that oozes as soon as your knife cuts through.

Fun fact: In the United States, brunch is often seen as a romantic ritual for couples or a chance for girlfriends to catch up and gossip. In Australia, however, brunch means something different. Inspired by Melbourne's coffee culture and Sydney's laid-back surfer lifestyle, Australians elevate their typical home breakfast into brunch-worthy plates with fancy garnishes and Insta-worthy presentation.

From Smashed Avocado to French Toast, you'll know exactly what we mean.





Croissant Affair

90

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







Scrambled Egg Croissant

90

Butter croissant, scrambled egg, broccoli, mushroom, cream sauce



Chicken Stacks

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



Baked Eggs

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

95



Smashed Avocado and Mushroom

Toasted sourdough, smashed avocado, scrambled eggs, mushroom, feta cheese and mesclun salad



Hamburg & Egg

Beef patty, sauteed mushroom,

135

chorizo sausage, tater tots, fried eggs, and cheese sauce



Beef Pastrami Sandwich

105

Toasted rye bread, beef pastrami, honey mustard mayonnaise, mozzarella cheese, yellow cheddar cheese, arugula, cream cheese mustard, sauerkraut, and potato chips

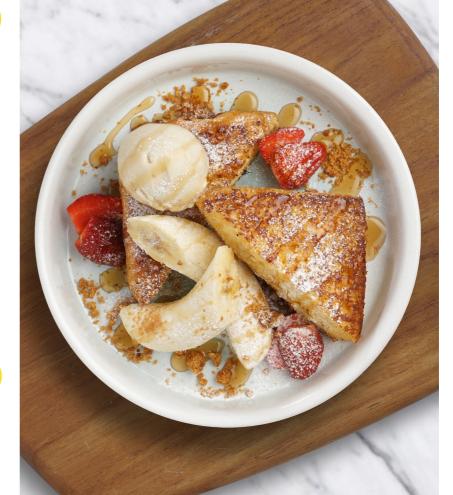




Egg Benedict

95

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



Banana French Toast

65

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



Crème Brûleé French Toast

85

Milk toast honey butter bread, cream cheese sauce, vanilla ice cream, granola, cinnamon powder and mint leaf

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



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!





Roast Beef Salad

95

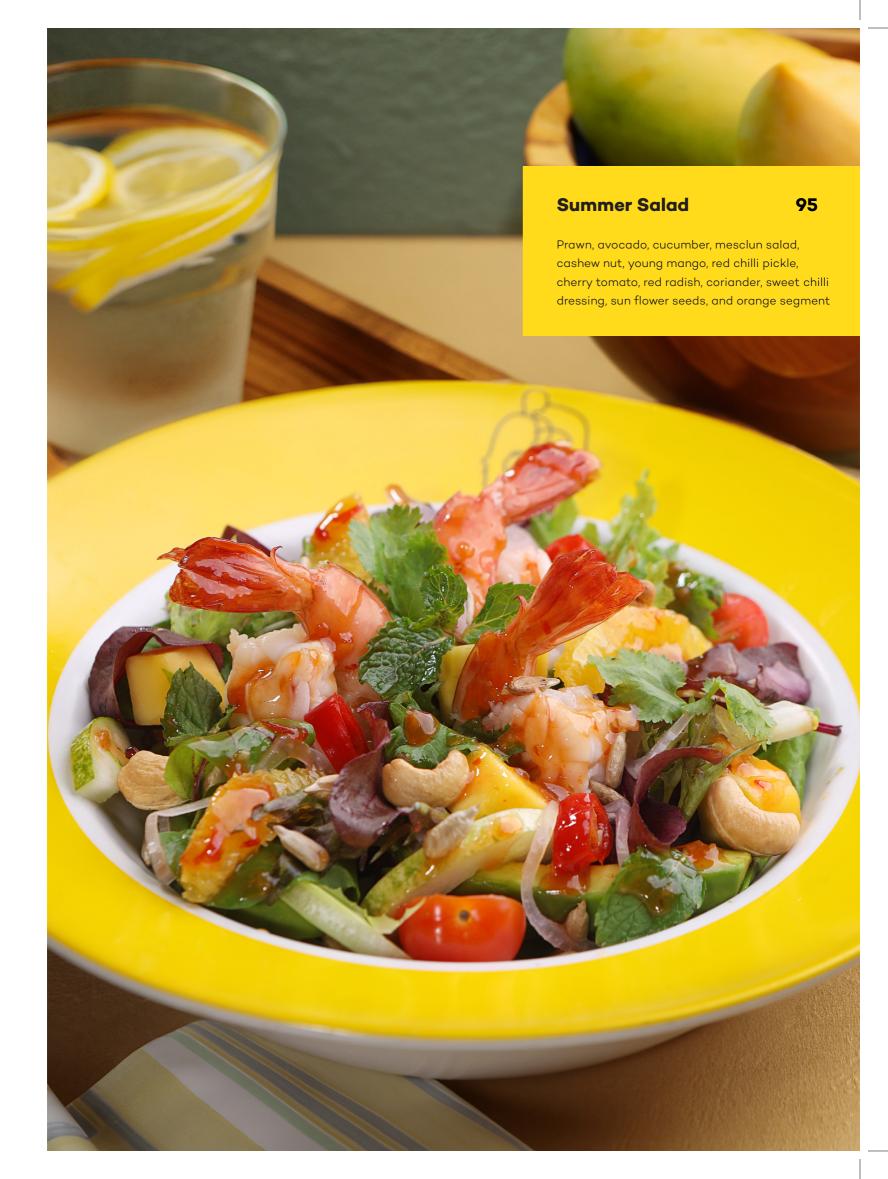
US sirloin, mesclun salad, coriander, mint leaves, cherry tomatoes, cucumber, carrot, red onion and chili lime dressing

Tuna Salad

80

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







Chicken Caesar Salad

80

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

Miso Salmon Salad



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





Pasta& Rice

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

In this section, you'll find plenty of delicious pasta and rice dishes, each with a touch of Asian fusion.

Craving that irresistible crackling on Bolognese Spaghetti, or the fiery kick of Sambal Matah Salmon? Our chefs are always bringing creativity to the kitchen. Don't miss our beloved family recipe of Oxtail Soup (because soup truly is food for the soul).

And of course, our signature Social Affair Fried Rice is an absolute must-try!







Truffle Spaghetti

95

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



Spaghetti Bolognese

90

Spaghetti served with pork Bolognese sauce and pork crackling

Pork Mac and Cheese



Bacon, macaroni, cheese sauce, crumbs and pork crackling









Chicken Nanban

85

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



80

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



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Baked Salmon Mentai Rice

150

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

Salmon Sambal Matah



Seared salmon, urap Bali, sambal matah and steamed rice





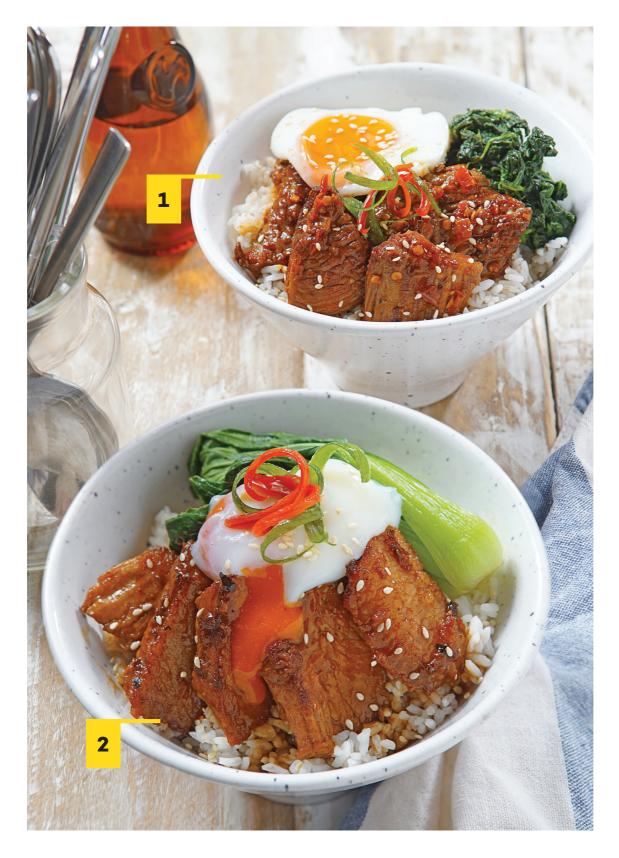




Gyutandon Sambal Ijo

135

Beef tongue on rice, sous vide egg, fried white cabbage, local cucumber, sambal ijo, and fried garlic



1. Balado Braised Beef Rice Bowl

90

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

2. Pork Belly Rice Bowl

90

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







Pork Belly Sambal Matah on Rice

95

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



Nasi Goreng Gila

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





Beef Tongseng

120

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

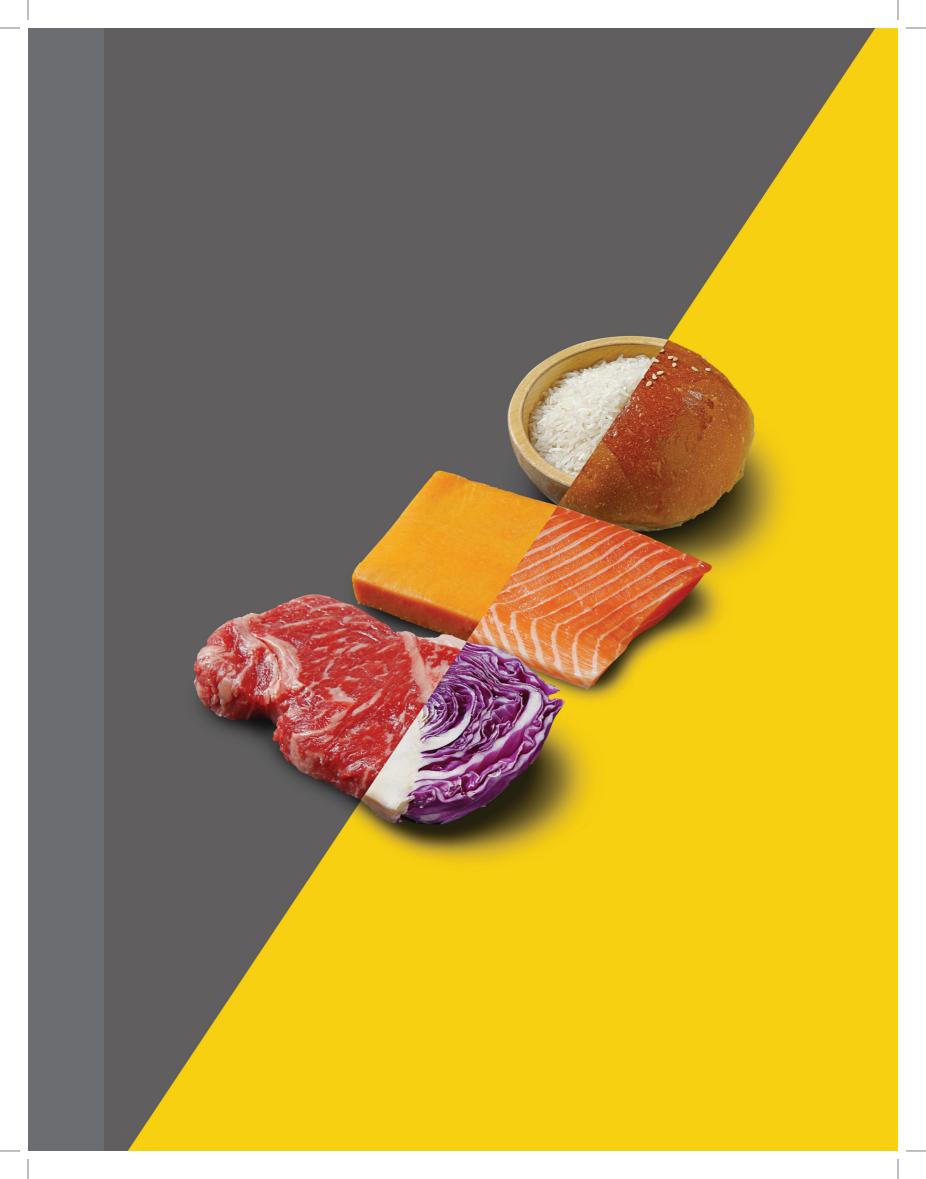
Chili fried rice, bacon, pork belly, pickles, pork crackling and topped with crispy egg yolk

Main

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!







Smashed Beef Burger

Brioche bun burger, beef patty, red cheddar cheese, Russian dressing, gherkin, onion and French fries





Hamburg Steak

90

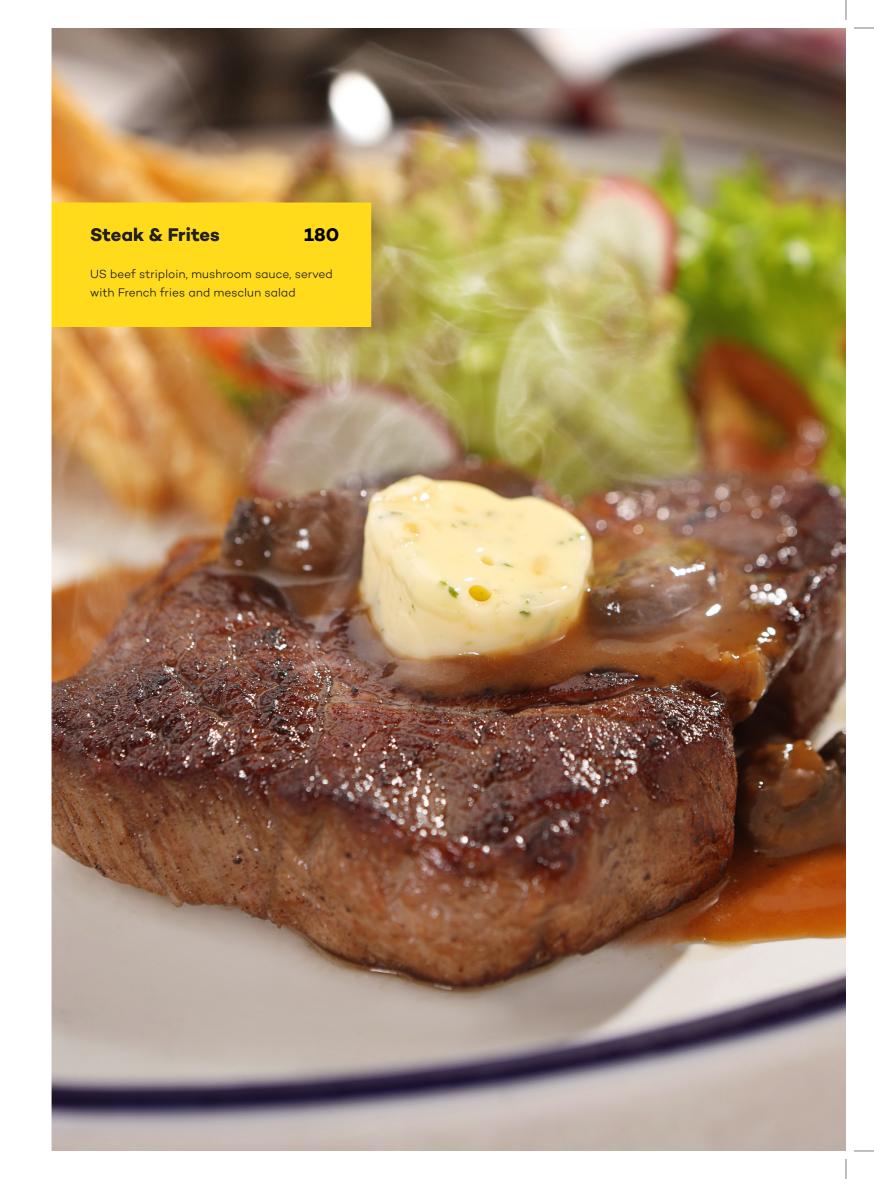
Beef patty with cheese filling, sauteed mixed vegetables, French fries, soy and tomato gravy

Bistik Beef

180

Indonesian style beef steak, sunny side up egg, fried-boiled potato, 'semur' sauce, mixed vegetables, egg mayonnaise, and potato chips









Half Roasted Chicken

120

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

Fish & Chips



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





Snacks

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

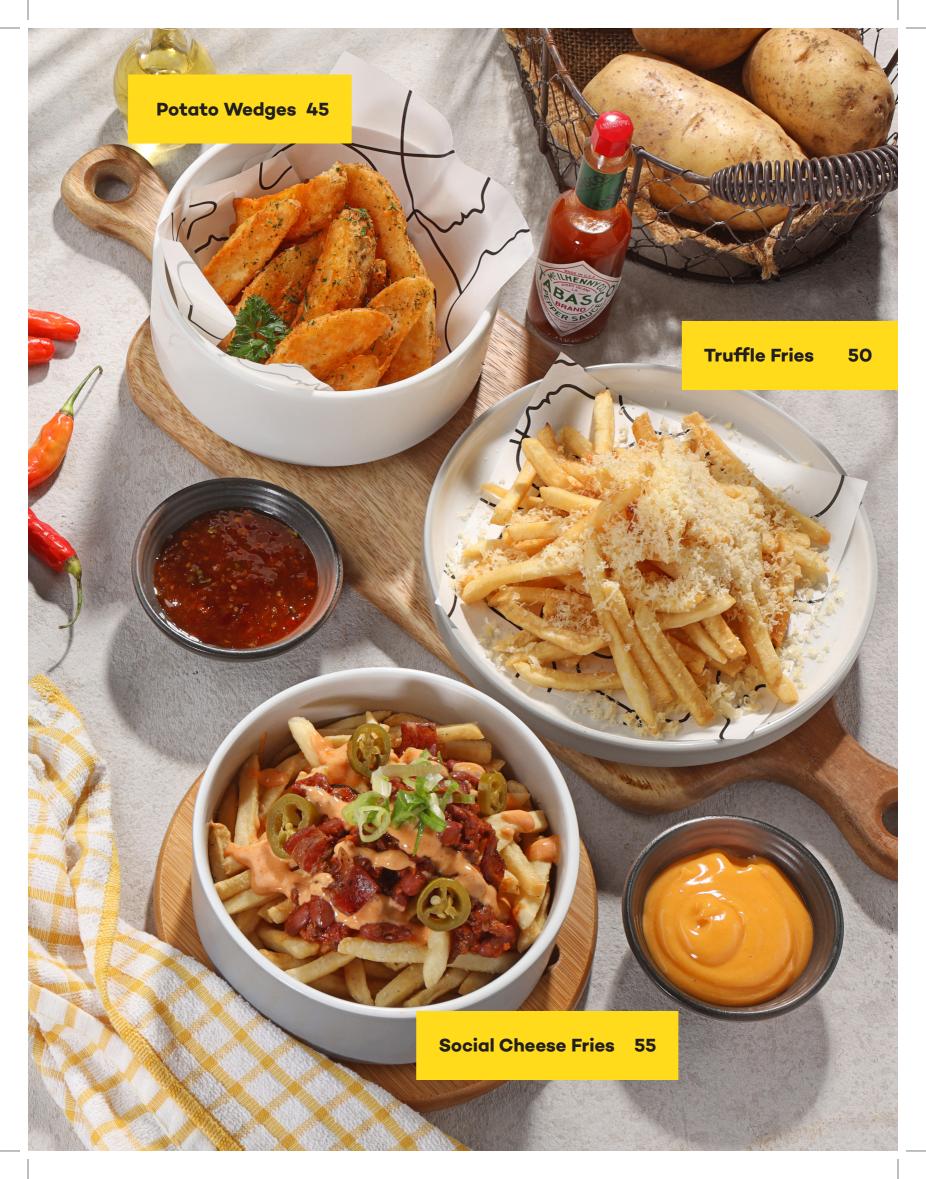
One is the people who think they won't be full enough with their main meals so they should order something else and also to 'share' within the group. Second is the people who had a late lunch but still need something to munch while

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?







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 $\mathsf{CROFFLE}^{\mathsf{TM}}.$

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™ 55 double

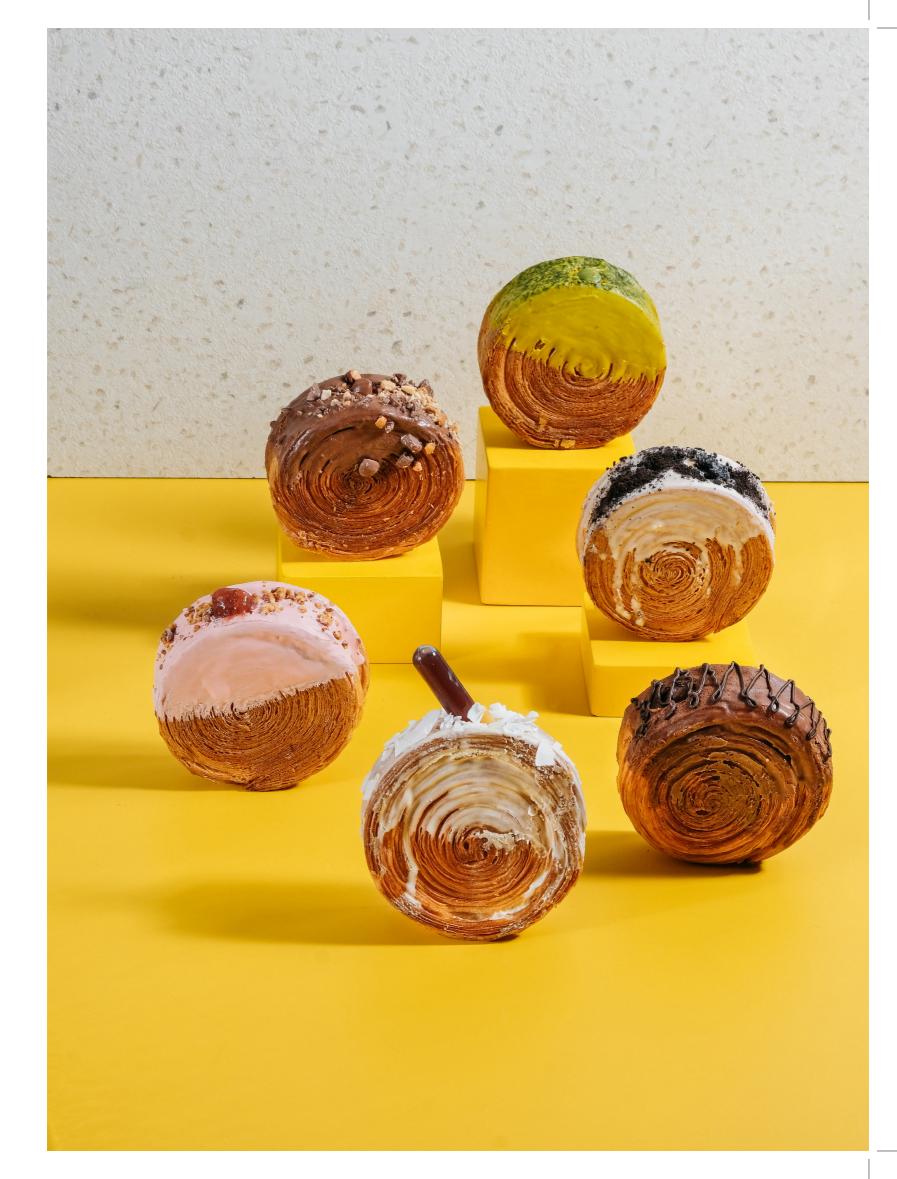
Croissant waffle served with banana, strawberry, vanilla ice cream, and chocolate sauce (option for single or double croffleTM)



Freshly baked everyday with high quality butter and ingredients.

Croissant		Cromboloni	
Butter	25	Cashew Chocolate	40
Nutella Pain au Chocolat	33	Kopi Kampoeng	40
Salted Egg Yolk	35	Matcha	40
Triple Cheese Lava	35	Milo	40
Almond	38	Peanut Butter & Jelly	40
Chocolate Lava	38	Oreo	40
Martabak	38		
Pie & Quiche		Cake	
		Please check our showcase fo	or
Beef Bacon & Cheese Quiche	40	available cakes of the day	
Spinach & Mushroom Quiche	40	,	
Beef Pie	40		
Chicken & Mushroom Pie	40		

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.





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



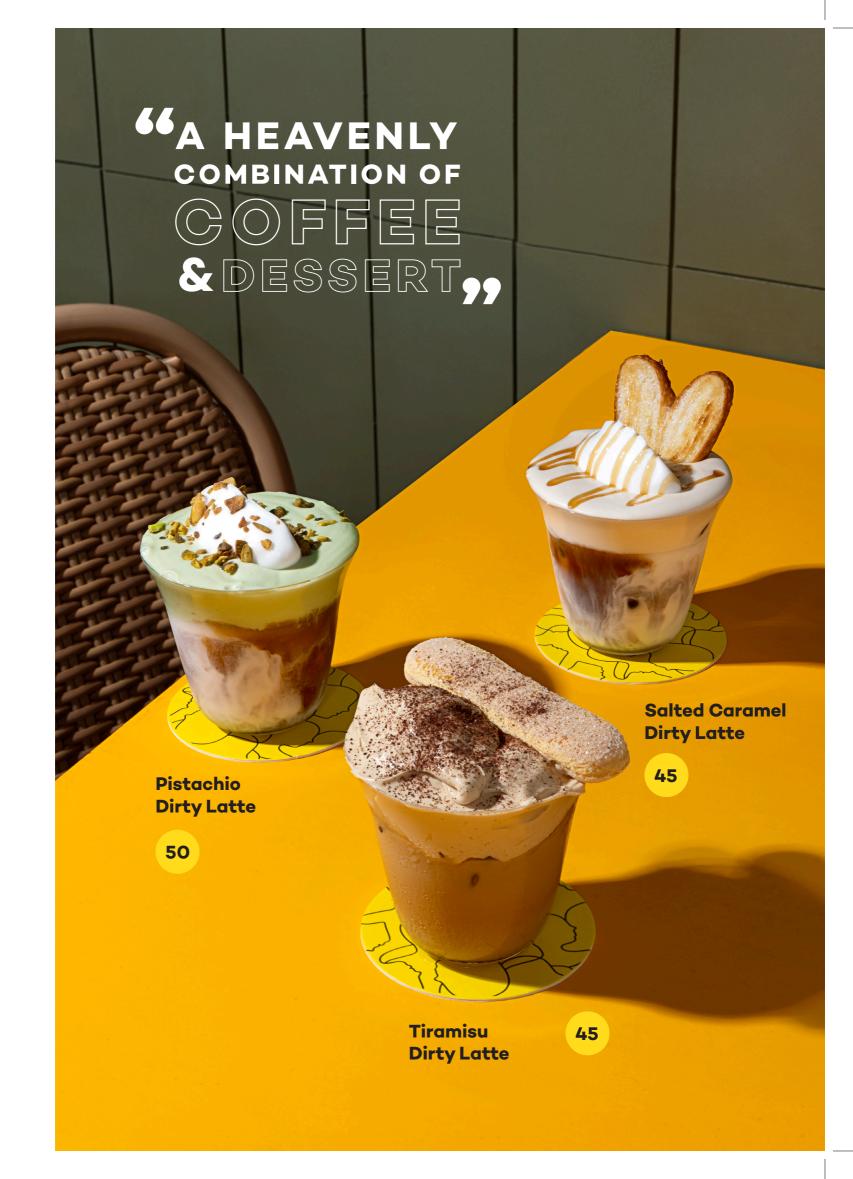
Espresso Bar

нот		COLD	
Espresso	30	Iced Americano	40
Americano	35	Iced Caffe Latte	45
Piccolo	40	Mocha	50
Cappuccino	40	Cold Brew	35
Caffe Latte	40	24-hr cold brewed coffee	
Mocha	45	Cold Brew with Milk	40
Magic	40	24-hr cold brewed coffee with milk	
		Iced Matcha Espresso Latte	50
		Classic Affogato	40
		Homemade vanilla ice cream	
		and espresso	
		+ Add Shot	5
		+ Add Milk	10
		(Almond/Oat/Soy)	
		+ Add Ice Cream	
		(Vanilla/Chocolate)	15



Brew Bar

Filter Coffee	50
Jananese Ice Drin	55





1. Es Kopi Kampoeng

35

2. Kopi Kampoeng Granita

45

Our own take on traditional coffee sweetened with Gula Aren

Semi-frozen kopi kampoeng



3. Avocado Float

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

4. Avocado Affogato

Avocado "kerok" with homemade vanilla and chocolate ice cream then

topped with espresso



Avocado with Coffee Granita

55

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

Crunchy DALGONA

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

2

1. Crunchy Dalgona Affogato

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

2. Crunchy Dalgona Milk

served with milk, and topped with crunchy dalgona

40

35

3. Crunchy Dalgona Latte

served with milk, espresso, and topped with crunchy dalgona

45







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

Classic Loose Tea		Iced Tea	
English Breakfast	35	Fresh Brewed Iced Tea	35
Earl Grey	35	Lychee / Peach / Strawberry	40
Jasmine Tea	40	Lemon Tea	45
Blackcurrant & Hibiscus	35		
Lemongrass & Ginger	35		
Rosebud	40		
Chamomile	35		
French Vanilla	40		
Peppermint	35		



Signature Chocolate

Made in house with 100% Belgian chocolate 45

45

HOT / ICED / BLENDED

Dark Milk



Matcha Latte

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

HOT / ICED / BLENDED

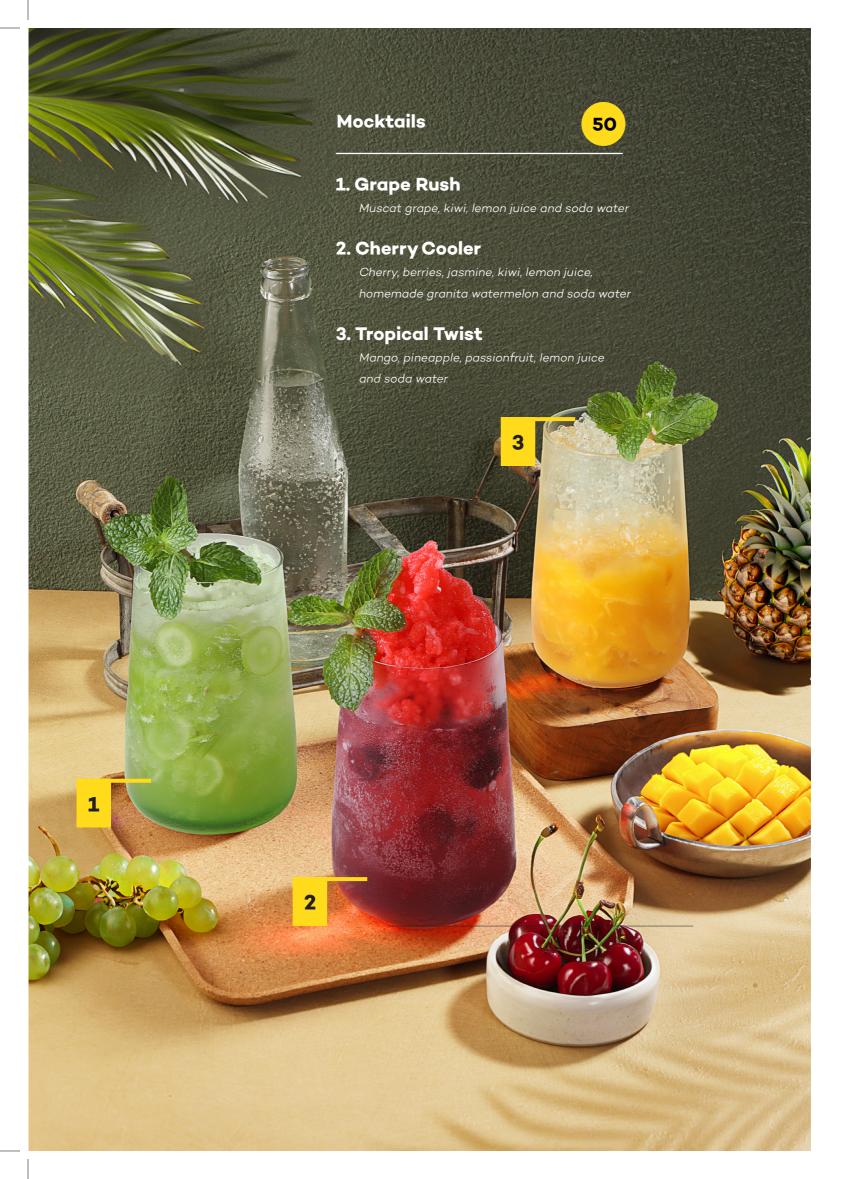




French Rose Earl Grey Chocolate

50

Dark chocolate infused with earl grey topped with French rose petals





4. Apple Fizz

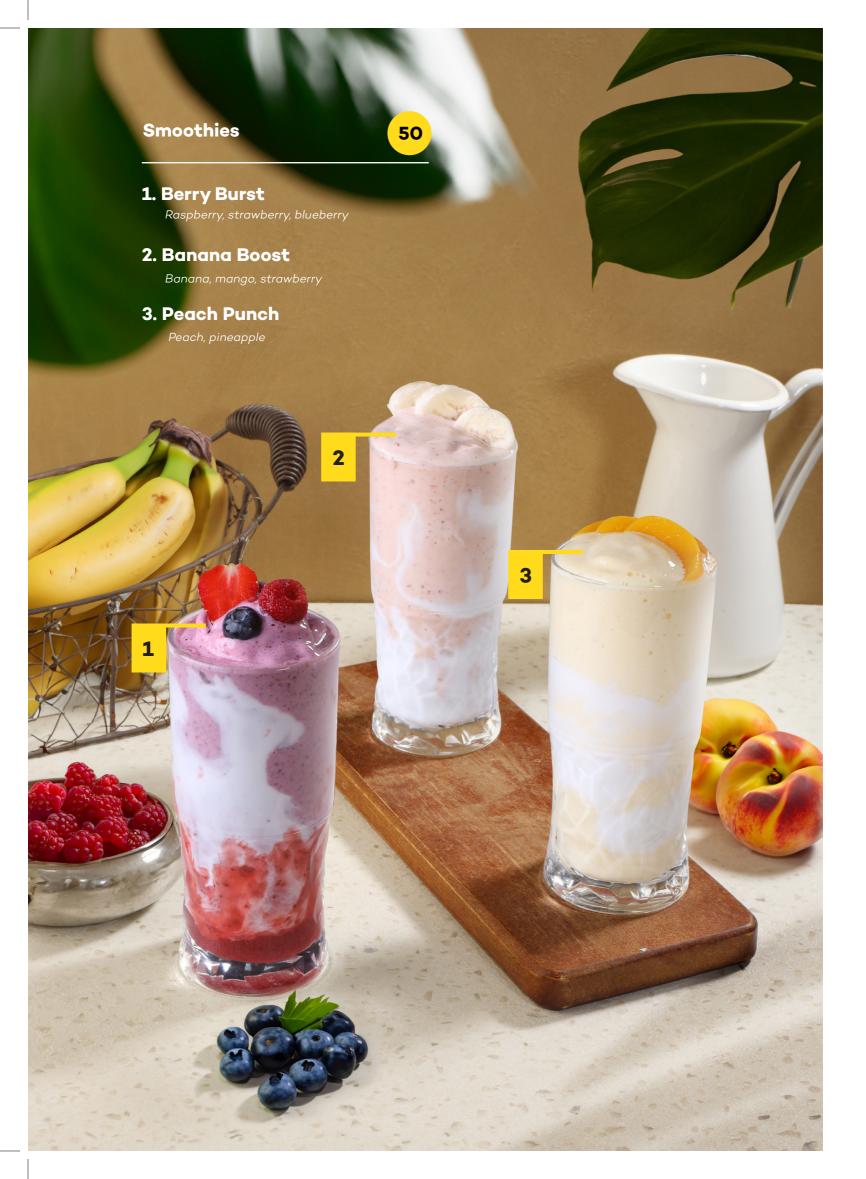
Apple juice, lime juice, apple sorbet, apple and soda water

5. Sunny Breeze

Orange, passionfruit, pineapple juice and peach

6. Lychee Sour Pop

Soursop, lychee, peach, lemon juice and coconut foam



Cold-pressed Juice

Made fresh with no added sugar

Pur	e Orange Juice	55
Pur	e Apple Juice	45
Oro	inge + Apple Juice	45
Spr	ing Morning	50
	Spinach, navel orange, apple, pineapple, cucumber	
Zing	g	50
	Orange, carrot, pineapple,	
	green apple, ginger	
Trop	pical	50
	Pineapple, watermelon, orange, green apple	



Others

Beer	
Bintang / Bintang Radler	50
Heineken	60
Guinness Stout	60
Water	
Aqua Reflections Still	35
Aqua Reflections Sparkling	40
Soft Drinks	35
Coke / Sprite	



