



ASAP & CO.

WELCOME

At ASAP & Co, our name is inspired by the Malay word for smoke—a nod to the essence of our craft. Specialising in wood-smoked cuisine, every dish is imbued with subtle depth and richness, honoring the time-honoured tradition of smoking. Our carefully sourced cuts come from farms committed to sustainable practices, ensuring a true farm-to-fork experience.

Smoking, one of the earliest culinary techniques, traces its origins back to the Palaeolithic era, when fire was essential for preparing food. At ASAP & Co, we pay tribute to this ancient method, blending it with cosmopolitan flair to create a dining experience that is both timeless and refined.

Fire is our ingredient—come, taste the smoke.

Our menu reflects this dedication—rooted in tradition, yet thoughtfully reimagined for modern tastes. Whether you're here for our signature smoked meats, artfully composed salads, or indulgent desserts, we promise a dining experience that balances elegance with authenticity.

Join us as we celebrate the art of smoke and fire, with each bite telling a story of flavour and passion.

ASAP & Co is part of
The Straits Cattle Trading Company



ASAP & CO.



ASAPNCO

ASAP & CO EXECUTIVE LUNCH

STARTER

GRILLED CAESAR SALAD

Baby gem lettuce, grilled over applewood with Caesar dressing and crisp bacon.

ENTREE

Choose 1

SOUTHERN RANGES SR4 ANGUS RIBEYE (200G) WITH FRIES | +10

Hereford British Bred x Angus, MS4, 100% grass-fed, Victoria, Australia.

TAJIMA WAGYU STRIPLOIN (200G) WITH FRIES | +30

Wagyu x F1 Crossbreed Wagyu MS5+, 380 days grain-finished, Queensland, Australia.

LAMB CUTLETS

Australian lamb, smoked and served with green goddess dressing.

SMOKED PRAWN AGLIO OLIO

Linguine, garlic scapes, ikura, chilli flakes, mushrooms, smoked queen prawns.

DESSERT

THE DAY'S SPECIAL

DRINKS

Choose 1

**COFFEE
TEA**

45 per pax

FIRE STARTERS

BURRATA & CARAMELISED FIGS SALAD 27
Creamy burrata, caramelised figs, pine nuts, balsamic cranberry.

CHILEAN BLACK MUSSELS 17
150g of mussels, served in garlic cream butter.

GRILLED CAESER SALAD 18
Applewood-smoked baby gem lettuce, Caesar dressing, crisp bacon.

HYOGO OYSTERS
*Freshly shucked oysters, chervil, citrus,
crowned with Kaluga Queen caviar.* **6 PCS | 48**
12 PCS | 96

PORTUGUESE OCTOPUS 28
Grilled octopus, served with romesco sauce.

SMOKED BONE MARROW 28
Garlic herb-roasted, served with crostini.

FOR THE FINISHING TOUCH:

KALUGA QUEEN CAVIAR 5g | 10
*Luxurious, sustainably farmed caviar with rich,
creamy pearls and a delicate briny finish.*

BURGER

THE ASAP BURGER

28

200g Wagyu patty, cheddar, caramelised onions, gherkin, mustard mayonnaise, served with skin-on fries.

PASTAS

BEEF BACON CARBONARA

25

Fettuccine with egg yolk cream, Angus beef bacon, mushrooms, parmesan.

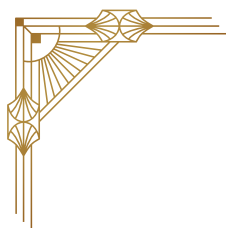
SMOKED QUEEN PRAWN AGLIO OLIO

27

Linguine with garlic scapes, ikura, chilli flakes, mushrooms, smoked prawns.

SIDES

| | |
|---|----|
| BREAD BASKET | 5 |
| <i>Soft rolls with tomato, spinach, onion, linseed, served with garlic butter and balsamic vinegar.</i> | |
| BROCCOLINI | 15 |
| <i>Garlic-infused olive oil, applewood-grilled.</i> | |
| BRUSSELS SPROUTS | 15 |
| <i>Charred and finished with garlic-infused olive oil.</i> | |
| FINGERLING POTATOES | 13 |
| <i>Herb-roasted with a buttery centre, lightly finished with sea salt.</i> | |
| HOKKAIDO CORN | 13 |
| <i>Seared and topped with grated parmesan and paprika.</i> | |
| KING OYSTER MUSHROOMS | 13 |
| <i>Garlic-infused olive oil, applewood-grilled.</i> | |
| SMOKED MAC & CHEESE | 22 |
| <i>Creamy elbow pasta with Danish blue cheese, smoked with Parmesan-Mozzarella, rosemary finish.</i> | |
| TRUFFLE FRIES | 13 |
| <i>Skin-on fries, drizzled with truffle oil, parmesan, sea salt.</i> | |



RUBIA GALLEGA

LIMITED EDITION

GALICIAN BLONDE

Served with Spanish Pimiento Padrón Peppers, Baby Orange Carrots, Cherry Tomatoes.

RUBIA GALLEGA

100% grass-fed

Age 12+

45 days dry-aged in Galicia, Spain

Gold Medal, Winner of the
World Steak Challenge 2023

STRIPLION

300g

Best served for 1 pax

97

TENDERLOIN

250g

Best served for 1 pax

117

PRIME RIB

(Bone in) 1kg

Best served for 2-3 pax

287

ALL PRICES SUBJECTED TO PREVAILING GST & SERVICE CHARGE

IN SPRING 2024, ASAP & CO EMBARKED ON A JOURNEY TO NORTHWESTERN SPAIN IN SEARCH OF THIS FABLED AND PRIZED BREED, RENOWNED FOR ITS TEXTURE, TENDERNESS, FLAVOUR, AND ABOVE ALL, CONSISTENCY.

TODAY, WE BRING THIS SEARCH TO YOUR TABLE, A CULMINATION OF THAT ODYSSEY AND AN ODE TO CULINARY EXCELLENCE.



STEAKS

R I B E Y E

Best served for 1 pax

Recommended doneness: **MEDIUM RARE***

SOUTHERN RANGES SR4

57

Hereford British Bred x Angus
MS4, 100% grass-fed
Victoria, Australia,
300g

Gold in Australian Branded Beef
Grass Fed Category 2021.

MIYAZAKI WAGYU

A5 | 237

Japanese Black Pure Bred Wagyu
600 days grain-finished
Miyazaki, Japan,
300g

'National Wagyu Olympic' Champion
2002, 2007, 2012, 2017, 2022

JACK'S CREEK F4 WAGYU

85

Pure Bred Wagyu x Black Angus
MS5, 400 days grain-finished
New South Wales, Australia,
300g

Champion in Australian Wagyu Branded
Beef Competition;

Pure Bred Wagyu Category 2023
Gold in World Best Steak Challenge 2023,
2024

STONE AXE

127

FULLBLOOD WAGYU

100% Fullblood Japanese
Black Wagyu Genetics
MS9+, 450 days corn & barley-finished
New South Wales & Victoria, Australia,
300g

Gold in Australian Wagyu Branded Beef
Competition Fullblood Category 2020-2024;

Gold in World Best Steak Challenge 2023,
2024

2 8 D A Y S D R Y A G E D

WANDERER

97

Angus
Bone-in Ribeye
MS4, 400 days barley-finished
Victoria, Australia,
400g

STRIPLOIN

Best served for 1 pax

Recommended doneness: **MEDIUM RARE***

SOUTHERN RANGES SR4

45

Hereford British Bred x Angus
MS4, 100% grass-fed
Victoria, Australia,
300g

*Gold in Australian Branded Beef
Grass fed category 2021*

MAYURA WAGYU

137

Full-blood Wagyu
MS9, 270 days cereal hay corn,
wheat and Mayura's proprietary
chocolate-fed
South Australia
300g

*Champion in Australian Branded Beef
Competition Fullblood Wagyu category
2022, 2024*

TAJIMA WAGYU

85

F1 Crossbreed Wagyu
MS5+, 380 days grain-finished
Queensland, Australia,
300g

*Champion in Australian Wagyu Branded Beef
Competition Open F1 Wagyu Category 2023*

*Gold in Australian Wagyu Branded Beef
Commercial Category 2024*

MIYAZAKI WAGYU

A5 | 217

Japanese Black
Pure Bred Wagyu
600 days grain-finished
Miyazaki, Japan,
300g

*'National Wagyu Olympic' Champion 2002,
2007, 2012, 2017, 2022*

28 DAYS DRY AGED

WANDERER

87

Angus
Bone-in Striploin
MS4, 400 days barley-finished
Victoria, Australia,
400g

Recommended doneness: **MEDIUM RARE***

PURE BLACK 77

*Pure Breed Angus
MS4, 400 days barley-finished
Tasmania, Australia,
500g*

WANDERER 107

*(28 days dry aged)
Angus
MS4, 400 days barley-finished
Victoria, Australia,
500g*

TENDERLOIN

TENDERLOIN A5 | 167

*Miyazaki Wagyu
Japanese Black Pure Bred
600 days grain-finished
Miyazaki, Japan,
200g
'National Wagyu Olympic' Champion
2002, 2007, 2012, 2017, 2022*

OTHERS

LAMB CUTLET 27

*Smoked Australian lamb cutlets,
frenched, fat cap-on, served with
green goddess dressing.
3 pieces*

DUCK A L'ORANGE 90

*Silver Hill Irish duck Crown
(Dry-aged 7 days) Frenched,
mash potatoes & orange reduction
Served 2-3pax*

DRY AGED FISH 120

*5 days dry-aged Spanish turbot,
smoked and grilled over applewood,
served with sauce vierge & smoked
fennel salad.
1kg*

T O M A H A W K

(PRE - ORDER ONLY)

Recommended doneness: **MEDIUM RARE***

SOUTHERN RANGES SR4 187

*Hereford British Bred x Angus
MS4, 100% grass-fed
Victoria, Australia,
1.6kg*

*Gold in Australian Branded Beef
Grass fed category 2021*

Best served 3-4 pax

TAJIMA WAGYU 317

*F1 Crossbreed Wagyu
MS5+, 380 days grain-finished
Queensland, Australia,
1.8kg*

*Champion in Australian Wagyu Branded Beef
Competition Open F1 Wagyu Category 2023*

*Gold in Australian Wagyu Branded Beef
Commercial Category 2024*

Best served 3-4 pax

THE PRIMAL FEAST

Recommended doneness: **MEDIUM RARE***

Best served for 3-4 pax

THE RIBEYE

217

ANGUS

Southern Ranges SR4,
Hereford British Bred x Angus
MS4, 100 days grass-fed
Victoria, Australia,
300g

*Gold in Australian Branded Beef
Grass fed category 2021*

WAGYU

Jack's Creek
Pure Bred Wagyu x Black Angus
MS5, 400 days grain-finished
New South Wales, Australia,
300g

*Champion in Australian Wagyu
Branded Beef Competition.
Pure Bred Wagyu Category 2023
Gold in World Best Steak Challenge
2023, 2024*

DRY-AGED ANGUS

Wanderer
28 days dry-aged Black Angus
MS4, 400 days barley-finished
Victoria, Australia,
400g

THE STRIPLOIN

337

ANGUS

Southern Ranges SR4
Hereford British Bred x Angus
MS4, 100% grass-fed
Victoria, Australia,
300g

*Gold in Australian Branded Beef
Grass fed category 2021*

WAGYU

Japanese Miyazaki
Pure Bred Wagyu
A5, 600 days grain-finished
Miyazaki, Japan,
300g

*'National Wagyu Olympic' Champion
2002, 2007, 2012, 2017, 2022*

DRY-AGED

Wanderer
28 days dry-aged Black Angus
MS4, 400 days barley-finished
Victoria, Australia,
400g

THE PRIMAL FEAST

Recommended doneness: **MEDIUM RARE***

Best served for 3-4 pax

THE SOVEREIGN

447

STONE AXE RIBEYE

Fullblood Japanese Wagyu
Genetics MS9+
450 days corn & barley-finished
NSW & Victoria, Australia,
300g

Gold in Australian Wagyu
Branded Beef Competition
Fullblood Category 2020-2023.

Gold in World Best Steak
Challenge 2023, 2024

MIYAZAKI RIBEYE

Japanese Black Pure Bred
A5 Wagyu, 600 days grain-
finished
Miyazaki, Japan,
300g

'National Wagyu Olympic'
Champion 2002, 2007, 2012,
2017, 2022

JACK'S CREEK RIBEYE

Pure Bred Wagyu x Black Angus
MS5, 400 days grain-finished
New South Wales, Australia,
300g

Champion in Australian Wagyu
Branded Beef Competition.
Pure Bred Wagyu Category 2023.

Gold in World Best Steak
Challenge 2023, 2024

THE INTERCONTINENTAL

437

SPAIN

Rubia Gallega
Striploin
100% grass fed
Age 12+
45 days dry aged in
Galicia Spain
300g

Gold Medal, Winner of the World
Steak Challenge 2023

JAPAN

Miyazaki
Striploin
Japanese Black Pure Bred
A5 Wagyu, 600 days grain-
finished
Miyazaki, Japan,
300g

'National Wagyu Olympic'
Champion 2002, 2007, 2012,
2017, 2022

AUSTRALIA

Mayura Wagyu
Striploin
Full-blood Wagyu
MS9, 270 days cereal hay corn,
wheat and Mayura's proprietary
chocolate-fed
South Australia
300g

Champion in Australian Branded
Beef Competition Fullblood
Wagyu category 2022, 2024

DESSERTS

GELATO PER SCOOP 8

Yuzu Lemon Sorbet

French Vanilla Bean

Sicilian Pistachio

CLASSIC PAVLOVA WITH GELATO 18

Classic Pavlova with Pistachio Gelato, strawberry puree, seasonal berries compote and caramelised figs.

ORIGINAL BASQUE BURNT CHEESECAKE 18

Burnt Cheese Cake with sweet melted ooze, topped with strawberry puree, seasonal berries compote and oat crumbles.

SPARKLING TEA

MURI

GLASS 12 | **BOTTLE** 60
750ML

PASSING CLOUDS

Sparkling cuvée, Gooseberries, Quince kefir, Jasmine tea, Woodruff and Geranium kvass

COPENHAGEN

GLASS 12 | **BOTTLE** 60
750ML

BLA

Jasmine, Chamomile and a hint of Citrus

GRYPHON

BOTTLE 6.5
300ML

PEARL OF THE ORIENT WITH LYCHEE

OSMANTHUS SENCHA WITH PASSIONFRUIT

EARL GREY LAVENDER WITH STRAWBERRY

NON - ALCOHOLIC

0% alcohol, 100% enjoyment

NON

GLASS 12 | BOTTLE 60
750ML

Vegan, gluten-free, halal-certified in Melbourne, Australia

NON 1 - SALTED RASPBERRY & CHAMOMILE

Fruit tannins. Lightly sparkling. Pairs well with seafood & meat

NON 3 - TOASTED CINNAMON & YUZU

Tart citrus, Spices. Bitter finish. Pairs well with asian flavours

NON 7 - STEWED CHERRY & COFFEE

Fruits, Spices, Coffee. Lightly sparkling. Pairs well with meat

DOMAINE DES GROTTES

GLASS 12 | BOTTLE 60
750ML

ANTILOPE

Aromatic infusion of herbs and rounded off with organic white grapes and apples

L'ANTIDOTE

Classic Gamay grapes nicely combined with spicy herbs from the vineyard

NATUREO

GLASS 12 | BOTTLE 60
750ML

GARNACHA SYRAH

Black cherry colour. Blackberries, Clove, Garnacha and Syrah grapes

WHITE MUSCAT

Pale yellow colour. Broom, Banana, Coconut and Tropical fruits

PLUS & MINUS

GLASS 12 | BOTTLE 60
750ML

SAUVIGNON BLANC 2024

Passionfruit, Grapefruit, Lemon, Gooseberries, Paprika and Herbs

SHIRAZ 2024

Dark berries, hints of Chocolate and Vanilla with hints of Oak

BEVERAGES

FRESH BREWS

BY DUTCH COLONY

| | HOT | ICED | | HOT | ICED |
|-------------------|------------|-------------|---------------------|------------|-------------|
| ESPRESSO | 3.5 | - | CAFE LATTE | 5 | 6 |
| PICCOLO | 4.5 | - | CAFE MOCHA | 5.5 | 6.5 |
| LONG BLACK | 4.5 | 5.5 | MATCHA LATTE | 5.5 | 6.5 |
| CAPPUCCINO | 5 | - | CHOCOLATE | 5.5 | 6.5 |

TEA BY THE POT

BY GRYPHON

| | | | |
|--------------------------|-----|---------------------------|-----|
| CHAMOMILE | 6.5 | EARL GREY LAVENDER | 6.5 |
| LEMON GINGER MINT | 6.5 | STRAITS CHAI | 6.5 |

CARBONATED & OTHERS

| | | | |
|--|---|---------------------------|---|
| SAN PELLEGRINO ARANCIATA ROSSA | 6 | HILDON STILL WATER | 9 |
| SAN PELLEGRINO LIMONATA | 6 | HILDON SPARKLING | 9 |
| FRANKLIN & SONS GINGER BEER | 6 | | |
| SALAAM COLA | 6 | | |

MERCHANDISE

MINI BRASS COW ORNAMENT

10



Handcrafted brass, a charming keepsake for your herd.

COTTON BASEBALL CAP

37



A nod to pitmaster cool—bold, effortless, and ready for the grill.

DENIM ROPE-DYING CUSTOM APRON

199



Expertly crafted by Fin Crafted Goods, using premium denim from Kuroki Mills, Japan.