

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, Caesar Dressing and Bacon Crisps.

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

Duo of smoked Australian Lamb, Green Goddess

SMOKED PRAWN AGLIO OLIO

Linguine, Garlic Scapes, Ikura, Chilli Flakes, Mushrooms,
Smoked Queen Prawns.

DESSERT

ONE SCOOP GELATO

DRINKS

DUTCH COLONY COFFEE / GRYPHON BLACK TEA | +2

45 per pax

FIRE STARTERS

BURRATA & CAMELISED FIGS SALAD	27
<i>Creamy burrata, caramelised figs, pine nuts, balsamic cranberry.</i>	
CHILEAN BLACK MUSSELS	17
<i>150g of mussels, served in garlic cream butter.</i>	
GRILLED CAESAR SALAD	18
<i>Applewood-smoked baby gem lettuce, Caesar dressing, crisp bacon.</i>	
HYOGO OYSTERS	
<i>Freshly shucked oysters, chervil, citrus, crowned with Kaluga Queen caviar.</i>	6 PCS 48 12 PCS 96
PORTUGUESE OCTOPUS	28
<i>Grilled octopus, served with romesco sauce.</i>	
SMOKED BONE MARROW	28
<i>Garlic herb-roasted, served with crostini.</i>	

FOR THE FINISHING TOUCH:

KALUGA QUEEN CAVIAR	5g 10
<i>Luxurious, sustainably farmed caviar with rich, creamy pearls and a delicate briny finish.</i>	

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

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

STRIPLOIN

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.


ASAP & CO TRAVELS
FARM TO FORK X



STEAKS

RIB EYE

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*

ICON XB WAGYU

85

F1 Cross bred Wagyu
MS7, 365 days grain-finished
Tasmania, Australia,
300g

*F1 Wagyu Category Gold in Commercial
Category 2022, 2023, 2024, 2025*

*Champion in commercial category
2024, 2025 Australian Wagyu Branded
Beef Competition*

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*

28 DAYS DRY AGED

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

PORTERHOUSE

Best served for 1 pax

Recommended doneness: **MEDIUM RARE***

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

MAYURA WAGYU 377

*Full-blood Wagyu
MS9, 270 days cereal hay corn,
wheat and Mayura's proprietary
chocolate-fed
South Australia
1.8kg*

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

Icon XB Wagyu
F1 Cross bred Wagyu
MS7, 365 days grain-finished
Tasmania, Australia,
300g

F1 Wagyu Category Gold in
Commercial Category 2022, 2023,
2024, 2025

Champion in commercial category
2024, 2025 Australian Wagyu
Branded Beef Competition

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

ICON XB WAGYU

F1 Cross bred Wagyu
MS7, 365 days grain-finished
Tasmania, Australia,
300g

F1 Wagyu Category Gold in
Commercial Category 2022, 2023,
2024, 2025

Champion in commercial category
2024, 2025 Australian Wagyu
Branded Beef Competition

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

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.



GLOSSARY

A guide to help individuals understand and interpret terminologies used within this menu.


GLOSSARY

MARBLING SCORE

Denotes the degree of visible intramuscular fat found within the meat, which appears in fine, white streaks and specks on the red muscle.

Beef Grading Guide:

Highest marbling is the Most tender

BMS	0	1	2	3	4	5	6	7	8	9	10	11	12	
Japan	A1		A2		A3		A4			A5				
Australia	MS ₀	MS ₁	MS ₂	MS ₃	MS ₄	MS ₅	MS ₆	MS ₇	MS ₈	MS ₉				
USA	USDA Select		USDA Choice			USDA Prime								

*BMS = BEEF MARBLING SCORE
MS = MARBLING SCORE

TYPE OF BREED

Denotes the breed of livestock from which the meat is sourced, highlighting distinctive qualities such as tenderness, flavour, and marbling patterns. Different breeds may offer varying taste profiles and textures, influencing the overall dining experience.

HEREFORD

Originate from Herefordshire, England. Known for its leaner profile compared to wagyu. It has a bold, beefy flavor and a good balance of marbling. Hereford cattle are adaptable to various climates and are known for their hardiness.

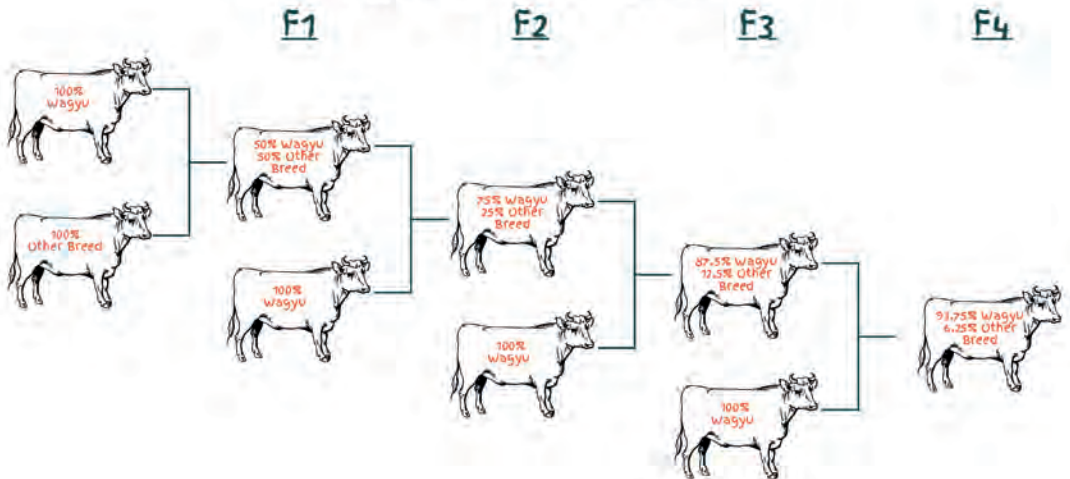
ANGUS

Originate from Scotland. Known for its marbling, tenderness, and rich flavour. While not as heavily marbled as wagyu, it still offers a good amount of intramuscular fat, resulting in juicy and flavourful meat.

WAGYU*

Originate from Japan. Renowned for its high fat content, which results in extensive marbling. This marbling contributes to a rich, buttery texture and a distinct, luxurious flavour.

*Wagyu Genetics Grading Guide:



GLOSSARY

TYPE OF CUTS

These cuts are taken from the rib of the cattle.

TOMAHAWK

Cut from the rib primal, it includes a long rib bone, which adds to its distinctive appearance.

Flavour profile: Rich, well-marbled, and intensely beefy. The bone imparts extra flavour during cooking.

BONE-IN RIBEYE

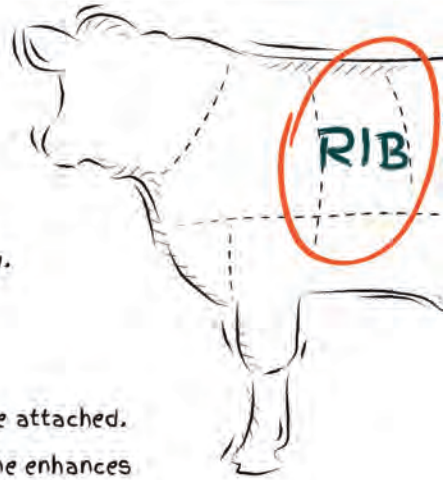
Cut from the rib primal, it has a portion of the rib bone attached.

Flavour profile: Highly marbled, rich, and juicy. The bone enhances the flavour during cooking.

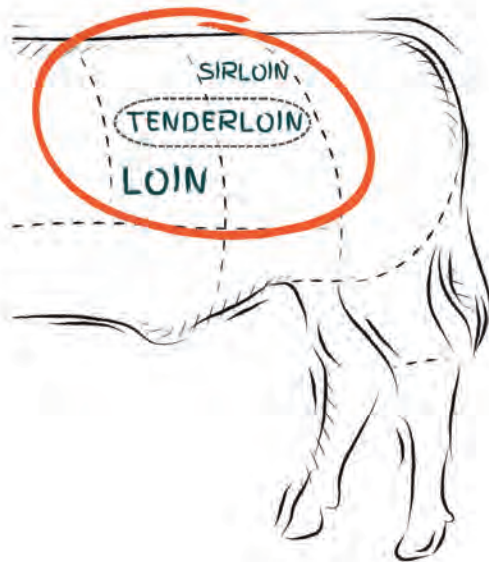
RIBEYE

Also cut from the rib primal, but without the bone.

Flavour profile: One of the most flavourful cuts, it's well-marbled, tender, and has a robust beef flavour.



These cuts are taken from the rear end of the cattle.



PORTERHOUSE

Cut from the rear end of the short loin, it includes both the tenderloin and a portion of the top loin.

Flavour profile: A combination of tenderness from the tenderloin and richness from the top loin. It's often described as having the best of both worlds.

TENDERLOIN

Located in the short loin, it's a non-weight-bearing muscle.

Flavour profile: Extremely tender with a mild flavour. It lacks the intense marbling of other cuts but is prized for its tenderness.

STRIPLOIN

Cut from the short loin, a bit closer to the sirloin.

Flavour profile: Moderate marbling, less than ribeye but more than tenderloin. Robust and beefy flavour with a good balance of tenderness. It has a more pronounced beef flavour compared to tenderloin.

GLOSSARY

DRY AGING

Dry aging is a process of removing moisture from a meat and allowing the muscle to break down slowly overtime. During this time, natural enzymes and beneficial bacteria breaks down muscle tissue, resulting in more concentrated flavours and improved tenderness.

PROCESS

The beef is stored in a cool and humid environment, typically between 1°C to 3°C and with humidity around 80%. Dry aging can take weeks to months. The longer the aging, the more pronounced the changes in flavour and tenderness. After the aging process, the outer layer, which can become hard and dry, is trimmed away to reveal the flavourful and tender meat underneath.

FLAVOUR PROFILE

Dry aging concentrates the flavours of the beef as moisture evaporates. This results in a more intense, beefy taste. The process of enzymes breaking down connective tissues can lead to increased tenderness. Dry-aged beef often develops complex umami notes, contributing to its rich and savoury character. Some describe the flavour profile as having nutty and earthy undertones, adding depth to the overall taste. Dry-aged beef tends to have a distinct and intense aroma that adds to the overall sensory experience.

TYPE OF DIET

Grass Fed

Cattle graze on pasture, consuming natural grass. Grass-fed beef tends to have a leaner and more distinct flavour. It can be described as earthy, herbaceous, and natural flavour. All cattle will feed on grass for about 1 year and a half till maximum growth.

Grain Fed

Cattle will be on grain feed after being grass fed for a year. Cattle are fed a diet primarily composed of grains like corn or soy. Grain-fed beef is known for its tenderness and a more subtle, buttery flavour. The marbling of fat in the meat contributes to its juiciness and a milder taste compared to grass-fed beef.

Corn Fed

Cattle are finished on a diet primarily composed of corn. Corn-fed beef tends to be very tender and has a sweeter, buttery flavour. The high energy content of corn contributes to increased marbling, enhancing the overall richness of the meat.

Barley Fed

Cattle are fed barley, a cereal grain. Barley-fed beef can have a slightly nutty flavour and is often associated with a tender and juicy texture.



GLOSSARY

TYPE OF DONENESS

RARE

The center of the meat is cool and red. The exterior is seared.

Flavour Profile:
Very juicy, with a pronounced beefy flavour. The texture is tender, and the natural flavours are prominent.

MEDIUM RARE

The center is warm and red, with a slightly larger band of pink surrounding it.

Flavour Profile:
Juicy, tender, and rich in beef flavour. This is a popular doneness level for those who want a balance between tenderness and a more developed exterior crust.

MEDIUM

The center is pink, with a smaller band of brown towards the exterior.

Flavour Profile:
Moderately juicy, slightly less intense beef flavour than medium rare. The texture is firmer but still tender.

MEDIUM WELL

The center is light pink, transitioning to a mostly brown exterior.

Flavour Profile:
Reduced juiciness with a more muted beef flavour. The texture is firmer, and there may be hints of dryness.

WELL DONE

The meat is uniformly brown throughout..

Flavour Profile:
Considerably less juicy, with a drier texture. The beef flavour is less pronounced and can be overshadowed by the effects of prolonged cooking, potentially resulting in a chewier texture.

