

Message from the Rhee siblings:

Our parents started **Seoul Restaurant** and fed people like family: no fuss, no pretence, just authentic Korean BBQ.

Serving food at Seoul Restaurant was wholesome. It was about being filial, nice, and responsible.

But it can get tiring.

So, we started **Seoul & So**, where we can be ourselves. To live in the moment, be unapologetic, and have a little fun.

So today, take a break from the grind.
Take a breather. Be yourself.

That's kind of the point.



SEOUL & SO

They started it.
Quietly. With care.

1997
Started 1st food court
stall @Amara Hotel

2003
Established 3
more food stalls

2005
Opened first
restaurant

2010
Rebranded Seoul
Restaurant @ Chijmes

What was started
doesn't end—it
changes hands.

And how it started
isn't how it stays.

2024
Relocated to Conrad
Singapore Orchard

2026
Birth of
Seoul & So

We're going bolder...



THE STARTERS

Everyone's probably hangry, and these cold dishes are fast to serve. They're fun for your taste buds and will get your stomach ready for what's to come.

Yukhwe 유희회

Beef Tartare

Raw beef, Korean pear, pine nuts. Dressed in our sesame oil-based sauce. We keep it old-school and let the freshness of the ingredients do its thing.

\$25

Doenjang Naeng Chae 새우 된장 냉채

Chilled Greens and Prawns with Soybean Paste Dressing

Chilled kelp mixture and fresh prawns dressed in a nutty fermented soybean sauce with hints of garlic and sesame. Aromatic, savoury, and quietly addictive.

\$19

Ganjang Naeng Chae 문어 레몬 간장 냉채

Chilled Greens and Octopus with Citrus Soy Dressing

Chilled kelp mixture paired with delicate octopus, coated in a zesty citrus soy. A refreshing, bright dish that delights with every bite.

\$19

Naeng Suyuk Minari 냉수육 미나리

Cold-Sliced Pork Jowl with Fresh Water Celery

Thinly sliced, tender pork jowl paired with crisp, refreshing water celery, served with a savoury, subtly spicy blend. A dish where bold flavours meet fresh crunch.

\$19

Dotori Muk Jeon 도토리묵 전

Chilled Korean Acorn and Beancurd Pancake

Chilled, pan-seared acorn and beancurd pancake, topped with hand-seasoned *namul*, drizzled with soy sauce infused with Korean spring green, and topped with pickled seaweed. Looks humble, tastes unforgettable.

\$15

The Grill

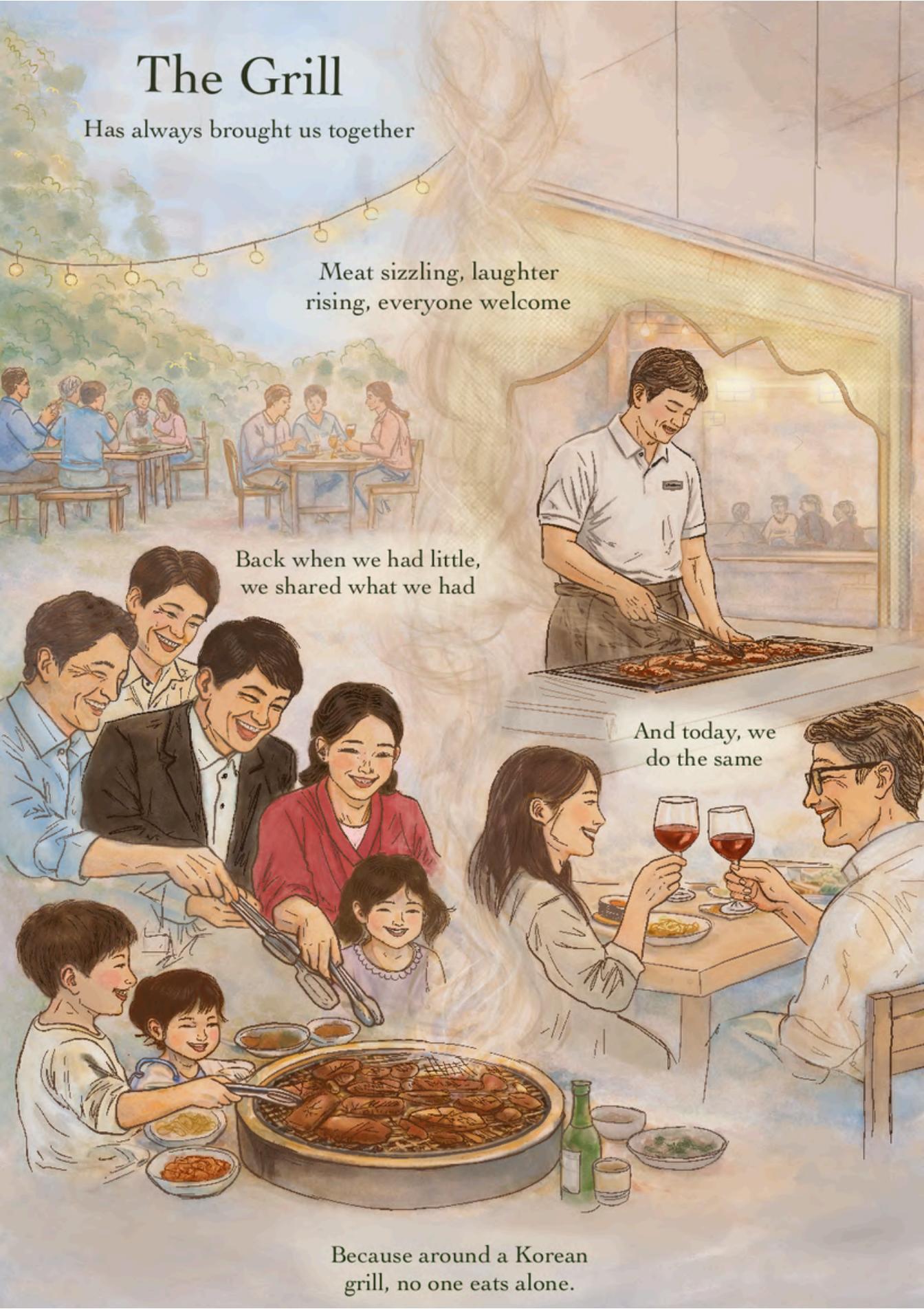
Has always brought us together

Meat sizzling, laughter
rising, everyone welcome

Back when we had little,
we shared what we had

And today, we
do the same

Because around a Korean
grill, no one eats alone.



FROM THE GRILL

Go wild. You know this is what you came for. BUT! Order a few portions at a time. That way, you can enjoy it fresh off the grill and hot till the very last piece.

USDA Beef

elevated classics

Short Ribs 갈비살

Prime

A classic for a reason. Juicy, tender, and well-balanced — a prime starting act.

\$33 / 100g

Seoul Galbi 서울갈비

Prime

The same cut as short ribs, delicately marinated and prepared in its own distinct style. Best savoured toward the end of your meal.

\$35 / 100g

(minimum order 200g)

AUSTRALIAN WAGYU

luxurious indulgence

Rib Fingers 늑간살

MS 6/7

Heavy and intense. The fats will glaze your mouth like lip balm. Every bite will scream for a shot of soju.

\$33 / 100g

Hanging Tender 토시살

Ungraded

Deeply beefy, yet remarkably tender. A butcher's favourite — often called the humble tenderloin.

\$35 / 100g

Oyster Blade 부채살

MS 6/7

Beefy, juicy, tender, and full of flavour. It has everything except an oyster.
Could be a tad unique in flavour for some.

\$45 / 100g
(minimum order 200g)

JAPANESE WAGYU

decadent excellence

Rib-Cap Lifter 꽃등심 덩살

A4

Usually forgotten and thrown away. But when a cow is this delicious,
even its off-cuts are to die for.

\$45 / 100g

Chuck-Eye 윗등심

A5

The rib-eye's less glamorous cousin. A very under-rated cut. Only for those who
know exactly what they're doing. Guaranteed to melt in your mouth.

\$49 / 100g
(minimum order 200g)

Gwangyang Bulgogi 광양 불고기

A5

Same cut as the chuck-eye. Sliced and marinated in a Gwangyang-style sauce.
Intensely smoky, richly flavourful, and unforgettable.

\$39 / 100g

KOREAN HANWOO

subtle perfection

Inside Skirt 업진안살

I++

The outside skirt's more affordable twin. For those who love texture and a satisfying chew. Certain to release bursts of savoury juices with each bite.

\$39 / 100g

Point-End Brisket 차돌박이

I++

Thinly sliced. A Korean's favourite way to start. The only part of the cow where the fat is arguably tastier than the meat.

\$49 / 100g

Striploin 채끝등심

I++

The crown jewel of Hanwoo — soft, rich, buttery, pure, succulent, well-balanced, tender, velvety... We could go on and on, but you get the point.

\$59 / 100g

(minimum order 200g)

PORK

a Korean staple

Pork Belly 삼겹살

Baek-Dweji | Korea

The Koreans consume over 90% of the world's pork belly. I think we know what we're doing.

\$19 / 100g

Pork Collar 목살

Iberico | Spain

Bred for its famed Jamón, the Iberico collar is a surprisingly good by-product. Nutty and juicy. Arguably one of the best collars in the world.

\$19 / 100g

Pork Jowl 함정살

Iberico | Spain

We like our jowl well-marbled and tender, and the Iberico pig delivers again. So rich and intricately marbled, you might mistake this cut for beef.

\$19 / 100g

Pork Blade 가브리살

Baek-Dweji | Korea

Lean, lively, and a textural experience. A very rare and limited cut, meant only for the initiated.

\$29 / 100g

Marinated Pork Rib 돼지갈비

YLD | Various Regions

Sweet, smoky, and full of mischief. These ribs are a little bit naughty, so we've tenderised them with our marinade to give them that perfect balance.

\$15 / 100g

(minimum order 200g)



And because no great BBQ ever went solo...

ACCOMPANIMENTS

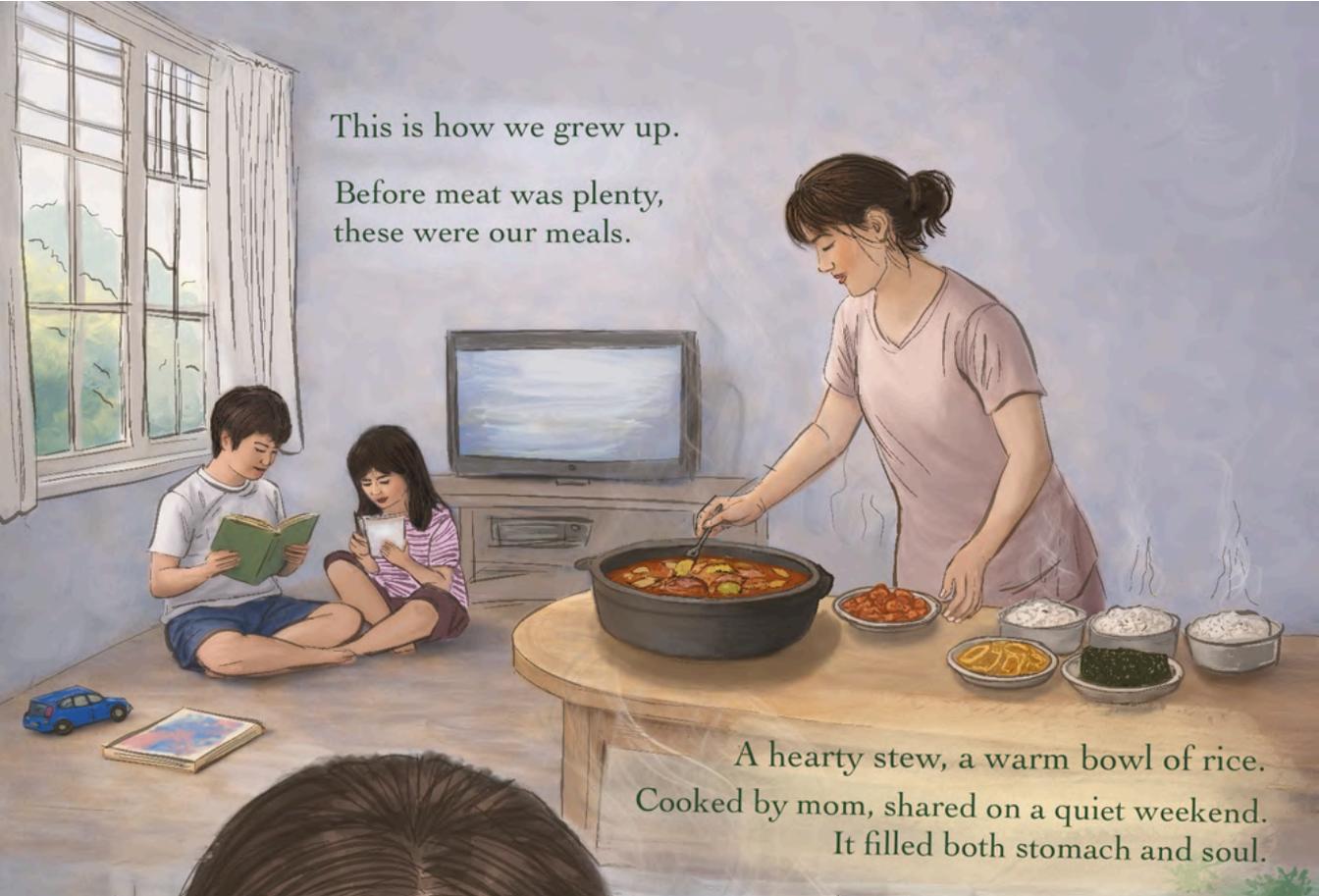
shhh... they're on us with every BBQ order

Assorted Banchan

a rotating selection of banchans — full of tang, crunch, and surprises
(and yes, kimchi is always part of the party)

Assorted Sauces

salt, soy sauce, wasabi — the classics, ready for your perfect bite



This is how we grew up.

Before meat was plenty,
these were our meals.

A hearty stew, a warm bowl of rice.
Cooked by mom, shared on a quiet weekend.
It filled both stomach and soul.



Now every spoonful still tastes like home.

POST-MAINS

Carbs — the Korean way to end any meal. A boring line-up, but we guarantee the taste is anything but. My favourite is the Kimchi Jjigae, while Sister chooses “self-control.” We know who’s happier.

HEARTY

bold and rich

Kimchi Jjigae 김치찌개

Kimchi Stew

Spicy kimchi, tender pork, and silky tofu simmered in a deeply comforting broth with a gentle kick. A timeless Korean finale to your BBQ feast.

\$19

Naengi Doenjang Jjigae 냉이 된장찌개

Soybean Stew with Korean Spring Green

Fermented soybean paste, slow-simmered to unlock its earthy, nutty depth. Paired with refreshing Korean spring green, it’s grounding, soulful, and deeply satisfying.

\$19

Bibimbap [veg.] 비빔밥

Rice with Assorted Vegetables

Warm rice with hand-seasoned *namul*. Choose your *jang* — *gochujang*, *gangdoenjang*, or our house-made “Seoul & So” *jang* — and mix it the Korean way for that ultimate bite.

\$25

REFRESHING

light and bright

Mul Naengmyeon 물냉면

Buckwheat Noodles in Chilled Beef Broth

Chilled noodles with crisp cucumber and sweet pear, swimming in savoury beef broth. The perfect Korean reset after a smoky, meaty feast.

\$19

Naeng Kalguksu 냉칼국수

Knife-Cut Noodles in Refreshing Soy Broth

Silky, slippery noodles tangled with crunchy vegetables and fiery jalapeños, delivering the kind of spiciness that constantly makes you take another bite.

\$19



Made to Share
For the table, pass it around

SHAREABLES

*OKAY. Honestly, we didn't know where to place these dishes.
But we know these are popular, so here they are.*

Gyeran Jjim 계란찜

Fluffy Steamed Egg

Steamed to a silky, cloud-like perfection, this egg melts on the tongue while offering a depth of flavour that delights every palate. Loved by all ages, it transforms a simple ingredient into an unforgettable experience.

\$15

Buchujeon 부추전

Crispy Chive Pancake

Perfectly golden and crispy. Each bite snaps with confidence, crackles at the edges, and releases that fragrant, savoury punch only chives can deliver. Eat it with chopsticks, fork, or bare hands — we won't judge.

\$25

Japchae 잡채

Pan-Fried Glass Noodles with Seasonal Vegetables

Once fit for kings, *japchae* has travelled from royal banquets to modern tables. Tender glass noodles and vibrant vegetables twist in a glossy, sweet-savoury glaze, each bite so irresistible you might help yourself to a second serving.

\$35