

WELCOME TO PRIME, THE HOME OF SMOKE AND FIRE IN PHUKET

"At PRIME, my cooking philosophy is guided by fire, precision, and respect for ingredients. Our state-of-the-art wood-fire oven and Santa Maria grill are the heart of the kitchen, giving every dish depth, char, and character that only flame can create. My global culinary journey inspires a menu of refined, contemporary plates, each carefully balanced in flavor, texture, and presentation. Seasoning is thoughtful and restrained, allowing the natural quality of every component to shine.

Sourcing is essential to me. Local Phuket seafood and outstanding ingredients from trusted international producers come together with the same commitment to quality. I recommend two to three plates per person so guests can explore different styles and surprising combinations.

For the most complete experience, The PRIME Journey tasting menu offers a personal narrative of fire, smoke, craftsmanship, and the spirit of our kitchen."

Mark Jones, Executive Chef

THE PRIME JOURNEY

48-hour Cold Fermented Sour Dough Bread

Served with Isigny butter

David Hervé BB Peter N°6

with lemon, Japanese cucumber and green apple dressing

Scottish Salmon

Lightly cured and cold smoked served with shaved fennel, green apple, lemon, shiso mayo and Mizuna

Pressed Terrine of Ham Hock

Home cured pork, slow cooked and pressed with shallot, Italian parsley and grain mustard served with homemade pineapple chutney and a honey and mustard dressed lamb's lettuce

Okinawa Scallop

Apple puree, brown butter of shallot, roasted hazelnuts, lemon and Lilliput capers

270-day Ranger's Valley Black Market Sirloin MB 5

Roasted Romanesco, cauliflower puree with black truffle and 36-month aged Reggiano Parmesan and red wine Jus

Chocolate Espuma

Feuilletine wafer, banana, hazelnut, chocolate and salt caramel

THB 5,500 net

Please note that the menu is only available for the entire table.

WINE PAIRING

"At PRIME, every dish tells a story, and the right wine elevates that story to something unforgettable. These pairings are designed not just to complement each course but to let each wine shine in its own right—enhancing flavors, revealing nuances, and creating a harmony that lingers long after the last sip."

Kongpob Kabyanuphan (Arm), Sommelier

Frescobaldi Leonia, Metodo Classico Millesimato, Brut, Tuscany DOC, Italy, 2022

. A mineral-driven sparkling white with saline edges mirrors the brininess of the oysters, while crisp citrus and green apple notes echo the freshness of the dressing.

Domaine Vacheron, Sancerre Blanc, Loire Valley, France, 2023

Bright acidity and herbaceous aromatics complement the delicate smoke and Japanese herb profile.

Cantina Terlan, Gewürztraminer, Alto Adige DOC, Italy, 2021

Gentle spice, orchard fruit, and soft texture harmonize with the savory terrine and balances the pineapple chutney.

Castello Pomino Benefizio Riserva, Chardonnay, Tuscany DOC, Italy, 2023

Silky oak, refined minerality, and nutty undertones resonate with the brown butter and hazelnuts.

Château Teyssier, Saint-Émilion, Bordeaux, France, 2019

Structured tannins and dark-fruit complexity complement the marbling of the beef, truffle, Parmesan and jus

La Spinetta, Passito Oro, Moscato, Piedmont, Italy 2021

Caramel, roasted nuts, and dried-fruit notes mirror the dessert's flavors for a decadent finale.

THB 1,850 net per person

Each wine in this curated pairing journey is served in a 75 ml tasting pour

SMALL PLATES

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| Gambero Rosso Carpaccio of Gambero Rosso red prawns, Espelette pepper, Marcona Almond, puree, Cantaloupe melon, lemon, Olive oil & sea salt | THB 1,095 |
| Okinawa Scallops Cooked over coal with a brown butter of apple, roasted hazelnuts and crispy Lilliput capers | THB 1,250 |
| Noir De Bigorre Ham From free-range black pigs fed on acorns and chestnuts offering a robust flavour that melts in your mouth. Served with roasted hazelnut and cold pressed pumpkin seed oil. | THB 1,075 |
| Angus Flank Steak Tartar Hand cut and enhanced with smoked olive oil, aged Parmesan, shallots and parsley. Finished with truffle mayo, dehydrated cep mushrooms and crispy rice. | THB 695 |
| Cured Scottish Salmon Citrus dry cured and cold smoked with Beech wood, with shaved fennel and green apple, shiso mayonnaise and Mizuna | THB 725 |
| Hibachi Grilled Fillet of Red Mullet Served with oven roasted red berry tomato, Leccino olives, smoked potato Rouille, ripped basil, capers, anchovy fillets and extra virgin olive oil | THB 625 |
| Pressed Terrine of Ham Hock Home cured pork, slow cooked and pressed with shallot, Italian parsley and grain mustard served with homemade pineapple chutney | THB 525 |

SIGNATURE STEAK EXPERIENCE

"Metzger Frères" Dry-Aged Galician Prime Rib of Beef

A legendary cut from the Basque world of fire cooking, this 22-day dry-aged Galician Prime Rib has been the star of San Sebastian for decades. Today, it finally arrives at PRIME and we are proud to be the only restaurant in Thailand serving it. Sourced and dry-aged by Metzger Frères, renowned French specialists dedicated to the craft of traditional aging, this beef offers a profound depth of flavor, long-lasting richness, and unmistakable character.

We cook it simply over wood fire and serve it medium rare, letting the steak speak for itself. The experience is completed with grass-fed beef-fat roasted potatoes, grilled Padrón peppers, Asado aioli, Chimichurri, roasted garlic, a lightly dressed salad and a selection of homemade and imported sea salt.

Please allow 45-55 minutes to cook and rest it to perfection

THB 14,000 (for 3 or 4 guests to share)

MAIN COURSES

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| 400g Rangers Valley 270-day grain fed Black Market Angus Sirloin | THB 4,000 / 400 g THB 2,250 / 200 g |
| Award-winning cut of beef cooked on the Santa Maria BBQ and served with roasted Romanesco with caramelised cauliflower, winter truffle and aged Parmesan puree and red wine jus | |
| Tranche of BBQ Brittany Turbot | THB 2,100 |
| Cooked on the bone in the wood fire oven, baked leeks, Sauce Soubise and green onion oil | |
| Lumina Pasture Raised New Zealand Lamb Cutlets | THB 1,695 |
| Cooked on the Hibachi grill and served with pomme purée, Gremolata and lamb jus | |
| Sous Vide Australian Fremantle Octopus | THB 1,650 |
| Finished over the coals and served with Skordalia, slow roasted tomato and a sauce Vierge of heirloom cherry tomatoes | |
| Iberico Pluma (the Wagyu of Pork) | THB 1,900 |
| Ibérico pork owes its quality to a minimum ten-month life, allowing natural marbling that delivers exceptional juiciness. The texture and rich flavor are unmistakable and always guaranteed. We recommend serving this remarkable pork medium rare or medium to highlight its tenderness and full, memorable taste. | |
| Baked Grenailles Baby Potatoes with Raclette cheese | THB 650 |

THE BELUGA MOMENT

KAVIARI Imperial Beluga is sourced from the legendary Huso sturgeon the most coveted caviar in the world. Its generous, pearl-grey grains glisten with finesse, each one wrapped in an exceptionally delicate membrane. On the palate, they burst with buttery depth, refined iodine richness, and an astonishingly long finish. This is caviar for true connoisseurs: elegant, rare, and unforgettable.

We recommend enjoying it entirely on its own to appreciate its purity, but should you desire, we will present classic condiments of sour cream, chives, shallot brunoise, egg yolk, egg white, and warm blinis.

Kaviari Imperial Beluga Caviar 50g

THB 28,250

OVER ICE

Ossetra Prestige Caviar by KAVIARI 30g THB 3,790

This incredible Oscietra caviar comes from the Sturgeon 50g THB 6,320

"Acipenser gueldenstaedtiifl. The grains are large, with amber to golden hues. Regular in shape, they are firm and soft. Ossetra develops subtle marine and delicate nutty flavors. Mark pairs this with traditional condiments of sour cream, finely chopped chives shallot brunois, egg yolk and egg white served with warm blinis

Oyster Spéciale N°3 (half a dozen) THB 1,410

This oyster reveals balanced, iodized flavours (one dozen) THB 2,815
and a crunch with hints of hazelnut. Irresistibly cute!

David Hervé BB Peter Oysters N°6 (half a dozen) THB 1,230

A very special oyster which has kept its round size (one dozen) THB 2,430

and hides in her shell her sweet and succulent flesh. A miniature, round oyster with generous, flavorful flesh, the BB Peter is the smallest oyster produced by David Hervé; A rare product that perfectly seduces oyster lovers and delicate palates seeking an introduction to the taste of oysters. They remind me fondly of Kumamoto oysters, sweet, crisp and flavoursome

David Hervé BB Peter Oysters (3 pcs) THB 725

My favourite oyster of the year with lemon, fennel and green apple dressing

DESSERT

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| Stick Toffee & Sun-Dried Banana Pudding With butterscotch sauce and vanilla ice cream | THB | 350 |
| Glazed Crème Brûlée Berry compote and vanilla sablé biscuit | THB | 350 |
| Rock Salt Reese's™ Our own take on a Reese's peanut butter cup, 70 % dark chocolate cup, filled with salted caramel ganache, vanilla fudge, triple chocolate brownie, Dulce de Leche and homemade peanut butter served with a milk ice cream | THB | 395 |
| Chilled Madagascan Vanilla & White Chocolate Rice Pudding Rock Salt's version of a Rice Condi with white chocolate and textures of local mango, puffed rice and toasted almonds | THB | 395 |
| Chocolate Espuma Feuilletine wafer, banana, hazelnut, chocolate and salt caramel | THB | 600 |

BEFORE DINNER

CLASSIC DRINKS

CONTRATTINO APERITIVO THB 440

Presented in an elegant Art Deco style bottle it is a very rich aperitif with low ABV and RTD style.

APEROL SPRITZ THB 540

A classic Aperol topped up with Prosecco and a dash of soda water.

MARTINI THB 440

Dry or Dirty with a dash of Dry Vermouth.

NEGRONI THB 440

The classic Italian Aperitivo Gin, Mancino Rosso and Campari.

BOULEVARDIER THB 440

Swap the Gin for whiskey in a Negroni, Rye Whiskey, Campari and Mancino Rosso

MANHATTAN THB 540

Bulleit Rye Whiskey, Mancino Rosso and The Bitter Truth Aromatic Bitter.

DURING DINNER

LOCAL BEER

Chang 320 ml. THB 200

Singha 320 ml. THB 200

LOCAL CRAFT BEER

Chalawan Pale Ale 330 ml. THB 380

Bussaba Ex Weisse 330 ml. THB 380

IMPORTED BEER

Asahi 320 ml. THB 240

Heineken 330 ml. THB 240

Corona 330 ml. THB 385

"0.0%" BEER

Heineken 0.0% 330 ml. THB 240

STILL MINERAL WATER

Acqua Panna 250 ml. THB 150

Acqua Panna 750 ml. THB 280

SPARKLING MINERAL WATER

San Pellegrino 250 ml. THB 150

San Pellegrino 750 ml. THB 280

AFTER DINNER

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| Amaro Nonino Quintessentia | THB | 290 |
| Limoncello | THB | 300 |
| Frangelico | THB | 440 |
| Poire Williams | THB | 450 |
| Calvados Pay D'Auge | THB | 510 |

GRAPPA

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|------------------------------|-----|-------|
| Grappa Tiganello | THB | 290 |
| Grappa LUCE Della Vita | THB | 290 |
| Grappa Promis GAJA | THB | 350 |
| Grappa Di Bolgheri Sassicaia | THB | 980 |
| Grappa 10 Anni 2009 Brancaia | THB | 1,290 |



ILLY COFFEE

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|--------------------------------|------|-----|
| Espresso | THB | 145 |
| Espresso Macchiato | THB | 165 |
| Ristretto | THB | 145 |
| Americano | THB | 145 |
| Caffe Latte | THB | 165 |
| Cappuccino | THB | 165 |
| Flat White | THB | 165 |
| Selection of Oat / Almond milk | +THB | 30 |



TEA

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| Chamomile | THB | 165 |
| Earl Gray Tea | THB | 165 |
| English Breakfast Tea | THB | 165 |
| Peppermint Tea | THB | 165 |
| Green Tea | THB | 165 |

WINES BY GLASS

SPARKLING WINE

(150 ml)

Método Classico Millesimato
Extra Brut, Piedmont, Italy

Contratto
Pinot Noir / Chardonnay

2017 THB 670

CHAMPAGNE

Cordon Bleu Brut
Champagne, France

De Venoge
Pinot Noir / Pinot Meunier /
Chardonnay

NV THB 960

WHITE WINE

Tradition
Alto Adige DOC, Italy

Cantina Terlan
Gewürztraminer

2021 THB 490

Sauvignon Blanc
Marlborough, New Zealand

Whitehaven
Sauvignon Blanc

2024 THB 640

Côteaux Bourguignons Blanc
Côteaux Bourguignons
Burgundy, France

Mischief and Mayhem
Chardonnay

2022 THB 750

RED WINE

Bolgheri Rosso DOC
Tuscany , Italy

Le Macchiole
Merlot / Cabernet Franc
Cabernet Sauvignon / Syrah

2022 THB 490

Malbec
Mendoza, Argentina

Achaval Ferrer
Malbec

2022 THB 650

Côte de Nuits-Villages
Côte de Nuits, Burgundy,
France

Mischief and Mayhem
Pinot Noir

2022 THB 890

PREMIUM WINES BY THE GLASS

In addition to the other options available by the glass elsewhere in this list, the wines on this page are rarities, which are served using Coravin. The Coravin wine access system uses patented technology to access the wine without pulling the cork. After accessing, the remaining wine in the bottle continues to evolve naturally and can be enjoyed later since the wine was never exposed to oxygen.

(75 ml) (150 ml)

WHITE WINE

Lady Marjorie
Sonoma Coast, USA

RAEN
Chardonnay

2023 THB 1,050 THB 1,900

RED WINE

Brunello di Montalcino DOCG
Tuscany, Italy

Tenuta Luce
Sangiovese

2019 THB 1,100 THB 1,950

SWEET WINE

Passito Oro
Piedmont, Italy

La Spinetta
Moscato

2011 THB 560 THB 950

MOVIA

A UNIQUE SPARKLING EXPERIENCE

Movia Winery, located in Slovenia's picturesque Goriška Brda region, has been crafting exceptional wines since 1820. Under the guidance of Aleš Kristančič, the estate champions biodynamic winemaking, creating wines that reflect the purity and vitality of their terroir. Among Movia's standout creations is Puro, a sparkling wine that embodies the winery's innovative spirit. Made using the méthode ancestrale, Puro is unfiltered and retains its lees, offering a wine of extraordinary complexity and depth.

Perhaps the most distinctive feature of Puro is its opening ritual. Unlike conventional sparkling wines, which are disgorged before release, Puro leaves this task to the drinker. The bottle must be stored upside down prior to opening, allowing the lees to settle into the neck. When ready to serve, the bottle is submerged in a bucket of water while the crown cap is carefully removed. The water ensures the lees are expelled cleanly, leaving the wine brilliantly clear and ready to enjoy.

Puro
Goriška Brda, Slovenia



Movia
Chardonnay

2013

THB 4,850

PRIME

All prices include 10% service charge and applicable government tax