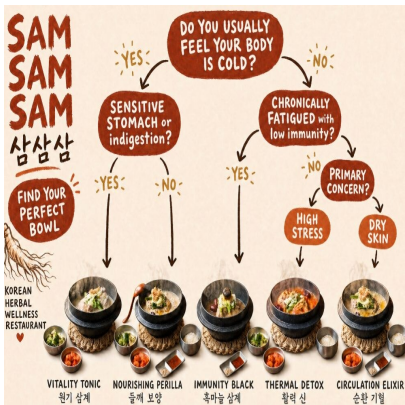




SAM SAM SAM: Novena’s Body-Matched Samgyetang From \$29

Description

Samgyetang is no longer a rarity in Singapore, so a new Novena restaurant is betting on a different hook: matching each diner to the bowl their body needs that day. **SAM SAM SAM** (삼삼삼) bills itself as Singapore’s first body-matched samgyetang concept, with experiences starting from just S\$29 at #02-46 Novena Square.

Formulated in consultation with licensed Traditional Korean Medicine doctors, the concept pairs a retro Seoul dining room with a short wellness diagnostic that points you towards the ginseng chicken soup best suited to how you are feeling.



Image: SAM SAM SAM

A samgyetang matched to how you feel

Before ordering, diners are guided through a short flow called “Discover Your Nourishing Energy”, which helps identify the samgyetang best suited to their current condition, whether they are after daily recovery, circulation support, warmth, nourishment or immunity.

Built around chicken, ginseng, jujube and carefully selected botanicals, the range spans five variations: the Vitality Tonic (for first-timers and daily recovery, the Circulation Elixir (for skin vitality and inner balance, the Thermal Detox (for warmth and stress recovery, the Nourishing Perilla (for lung health, and the Immunity Black (for energy and immunity.



Image: SAM SAM SAM

Two eras of Korea under one roof

Walk in and you step into two moments of Korean history at once. The first is a traditional Korean herbal apothecary, inspired by the atmosphere of herbal medicine shops (이?이?½ë°©). The second is the graphic world of 1980s and 90s Korean sports culture, with bold black-and-white photography, vintage typography and a nod to an era when samgyetang was tied to stamina and recovery.



Image: SAM SAM SAM

Beyond the ginseng chicken soup

The menu stretches past samgyetang. Samgye Kalguksu serves hand-pulled noodles in slow-cooked ginseng chicken broth across three styles: Vitality, Spicy Jang and Perilla Nourish. There is also a trio of porridges (jokbal) in chicken, dried pollack and abalone, plus a spread of sides, desserts and drinks.



Image: SAM SAM SAM

Formulated with Korean medicine doctors

Each formulation is developed with a panel of specialists in Traditional Korean Medicine, spanning Korean internal medicine, cardiovascular and neurologic medicine, neuropsychiatry, herbal medicine and clinical research. Herbs and botanicals are sourced from Korea to the intended specifications, which the restaurant says keeps quality and consistency across every bowl.

As for the name, SAM SAM SAM draws on two meanings of *sam*: the number three, a symbol of balance in East Asian culture, and *insam* (인삼), the Korean word for ginseng, reflecting a philosophy of nourishment, balance and shared dining.



Image: SAM SAM SAM

What it costs

Pricing is pitched at everyday dining rather than a special occasion, with samgyetang from \$29, kalguksu from \$25 and porridge from \$21. Groups can opt for the Together Set at \$88 for two. SAM SAM SAM is open daily for lunch and dinner at Novena Square, and you can follow [@samsamsam.sg](#) for updates.

If restorative Korean chicken is your thing, you may also enjoy our take on a [rare-cuts chicken lunch at Song Gye Ok](#).

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