



SAM SAM SAM Opens at Novena Square: Singapore's First Body-Matched Samgyetang

Description

SAM SAM SAM samgyetang has landed at Novena Square, and it is not your usual ginseng chicken soup. Billed as Singapore's first body-matched samgyetang experience, the new Korean wellness dining concept from Buldok Corporation matches each diner to a bowl suited to how they are feeling that day, with restorative Korean dining starting from just S\$29.

In a city where samgyetang is no longer a rarity, SAM SAM SAM (삼삼삼) sets itself apart by building the whole experience, from the menu to the interior to the way you order, around traditional Korean wellness principles. Every formulation is developed in consultation with licensed Traditional Korean Medicine doctors, so this is wellness dining built on expertise rather than guesswork.



Inside SAM SAM SAM, modelled on a 1980s Korean herbal apothecary. Image: SAM SAM SAM

A space that tells the story before the meal begins

Walk into SAM SAM SAM and you step into two eras of Korean history at once. The first is a traditional Korean herbal apothecary, inspired by the atmosphere of old herbal medicine shops (í??ì?½ë°©), all timber, dried botanicals and apothecary drawers. The second is the graphic world of 1980s and 90s Korean sports culture, with bold black-and-white photography and vintage typography nodding to an era when samgyetang was closely tied to stamina and recovery.

It is a rare interior for Singapore, and it does a lot of the storytelling before the first spoonful. If you enjoy a strong sense of place with your meal, it sits comfortably alongside other Korean concepts we have covered, such as [Katsu by Kyu at OUE Downtown](#).

Bowls formulated in consultation with Korean medicine doctors

Each samgyetang at SAM SAM SAM 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 selected according to the intended wellness focus of each bowl, and sourced from Korea to keep quality and formulation consistent.



Herbs and botanicals are sourced from Korea to the restaurant's formulation specifications. Image: SAM SAM SAM

Finding your bowl

Most restaurants hand you a menu and leave you to it. Here, the experience opens with a short wellness diagnostic called "Discover Your Nourishing Energy", which points you toward the samgyetang best suited to your current condition, whether you are after daily recovery, circulation support, warmth, deep nourishment or an immunity boost. The name itself carries the philosophy: *sam* means both the number three, a symbol of balance in East Asian culture, and *insam* (인삼), the Korean word for ginseng.

The menu: five samgyetang and plenty more

The heart of the menu is five ginseng chicken soups, each built around chicken, ginseng, jujube and carefully chosen botanicals with a distinct focus: the Vitality Tonic for first-timers and general nourishment, 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 with black garlic for energy replenishment.



The Thermal Detox samgyetang, formulated for warmth and stress recovery. Image: SAM
SAM SAM

Beyond the samgyetang

If soup alone is not enough, there is Samgye Kalguksu, hand-pulled noodles in a slow-cooked ginseng chicken broth, in Vitality, Spicy Jang and Perilla Nourish variations. Porridge lovers can pick from chicken, dried pollack or abalone, and there is a spread of sides, desserts and beverages to round things out.

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Samgye Kalguksu, hand-pulled noodles in a slow-cooked ginseng chicken broth. Image:
SAM SAM SAM

The side selection leans into texture and flavour, like the crisp-edged water parsley pancake below, and pairs neatly with the lighter bowls if you are sharing. For another take on nourishing Korean lunches, our write-up on [Song Gye Ok](#) is worth a read.

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The water parsley pancake, one of the sides on offer. Image: SAM SAM SAM

Prices and how to visit

SAM SAM SAM keeps restorative Korean dining within reach of an ordinary week rather than a special occasion. Samgyetang starts from S\$29, Kalguksu from S\$25 and porridge from S\$21, while a Together Set for two comes in at S\$88. You will find it at #02-46 Novena Square, Singapore 307683, open daily for both lunch and dinner. We first flagged the concept's arrival in our [Velocity@Novena Square openings guide](#), and it is good to see it now open.

Whether you are chasing a proper pick-me-up or simply curious about a more considered take on samgyetang, SAM SAM SAM is a welcome addition to the Novena dining scene. More details are available at samsamsam.sg and on Instagram at [@samsamsam.sg](https://www.instagram.com/samsamsam.sg).

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