

PRIME

THE NAI HARN

THE HOME OF SMOKE AND FIRE

"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 NAI HARN • NAI HARN BEACH • PHUKET

A KISMET MENU • THE NAI HARN

THE PRIME JOURNEY

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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

SEVEN COURSES · PER PERSON

5500

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

All prices are in Thai Baht and inclusive of 10% service charge and applicable government tax.

WINE PAIRING

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"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.

PER PERSON

1850

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

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SMALL PLATES

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Gambero Rosso 1095

Carpaccio of Gambero Rosso red prawns, Espelette pepper, Marcona Almond, puree, Cantaloupe melon, lemon, Olive oil & sea salt

Okinawa Scallops 1250

Cooked over coal with a brown butter of apple, roasted hazelnuts and crispy Lilliput capers

Noir De Bigorre Ham 1075

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.

Angus Flank Steak Tartar 695

Hand cut and enhanced with smoked olive oil, aged Parmesan, shallots and parsley. Finished with truffle mayo, dehydrated cep mushrooms and crispy rice.

Cured Scottish Salmon 725

Citrus dry cured and cold smoked with Beech wood, with shaved fennel and green apple, shiso mayonnaise and Mizuna

Hibachi Grilled Fillet of Red Mullet 625

Served with oven roasted red berry tomato, Leccino olives, smoked potato Rouille, ripped basil, capers, anchovy fillets and extra virgin olive oil

Pressed Terrine of Ham Hock 525

Home cured pork, slow cooked and pressed with shallot, Italian parsley and grain mustard served with homemade pineapple chutney

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SIGNATURE STEAK EXPERIENCE

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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.

“Metzger Frères” Dry-Aged Galician Prime Rib of Beef

14000

Please allow 45-55 minutes to cook and rest it to perfection. For 3 or 4 guests to share.

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MAIN COURSES

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400g Rangers Valley 270-day grain fed Black Market Angus Sirloin

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

– 400 g - 4,000

– 200 g - 2,250

Tranche of BBQ Brittany Turbot

2100

Cooked on the bone in the wood fire oven, baked leeks, Sauce Soubise and green onion oil

Lumina Pasture Raised New Zealand Lamb Cutlets

1695

Cooked on the Hibachi grill and served with pomme purée, Gremolata and lamb jus

Sous Vide Australian Fremantle Octopus

1650

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)

1900

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

650

with Raclette cheese

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THE BELUGA MOMENT

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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 (50 g)

28250

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OVER ICE

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Ossetra Prestige Caviar by KAVIARI

This incredible Oscietra caviar comes from the Sturgeon "Acipenser gueldenstaedtii". 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

- 30 g • 3,790
- 50 g • 6,320

Oyster Spéciale N°3

This oyster reveals balanced, iodized flavours and a crunch with hints of hazelnut. Irresistibly cute!

- Half a dozen • 1,410
- One dozen • 2,815

David Hervé BB Peter Oysters N°6

A very special oyster which has kept its round size 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

- Half a dozen • 1,230
- One dozen • 2,430

David Hervé BB Peter Oysters (3 pcs)

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

725

DESSERT

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Stick Toffee & Sun-Dried Banana Pudding	350
With butterscotch sauce and vanilla ice cream	
Glazed Crème Brûlée	350
Berry compote and vanilla sablé biscuit	
Rock Salt Reese's™	395
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	
Chilled Madagascan Vanilla & White Chocolate Rice Pudding	395
Rock Salt's version of a Rice Condi with white chocolate and textures of local mango, puffed rice and toasted almonds	
Chocolate Espuma	600
Feuilletine wafer, banana, hazelnut, chocolate and salt caramel	

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BEFORE DINNER

CLASSIC DRINKS

Contrattino Aperitivo	440
Presented in an elegant Art Deco style bottle it is a very rich aperitif with low ABV and RTD style.	
Aperol Spritz	540
A classic Aperol topped up with Prosecco and a dash of soda water.	
Martini	440
Dry or Dirty with a dash of Dry Vermouth.	
Negroni	440
The classic Italian Aperitivo Gin, Mancino Rosso and Campari.	
Boulevardier	440
Swap the Gin for whiskey in a Negroni, Rye Whiskey, Campari and Mancino Rosso	
Manhattan	540
Bulleit Rye Whiskey, Mancino Rosso and The Bitter Truth Aromatic Bitter.	

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DURING DINNER

LOCAL BEER

Chang 320 ml.	200
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Singha 320 ml.	200
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LOCAL CRAFT BEER

Chalawan Pale Ale 330 ml.	380
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Bussaba Ex Weisse 330 ml.	380
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IMPORTED BEER

Asahi 320 ml.	240
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Heineken 330 ml.	240
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Corona 330 ml.	385
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"0.0%" BEER

Heineken 0.0% 330 ml.	240
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STILL MINERAL WATER

Acqua Panna 250 ml.	150
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Acqua Panna 750 ml.	280
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DURING DINNER

SPARKLING MINERAL WATER

San Pellegrino 250 ml.	150
San Pellegrino 750 ml.	280

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AFTER DINNER

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

GRAPPA

Grappa Tiganello	290
Grappa LUCE Della Vita	290
Grappa Promis GAJA	350
Grappa Di Bolgheri Sassicaia	980
Grappa 10 Anni 2009 Brancaia	1290

ILLY COFFEE

Espresso	145
Espresso Macchiato	165
Ristretto	145
Americano	145
Caffe Latte	165
Cappuccino	165

All prices are in Thai Baht and inclusive of 10% service charge and applicable government tax.

AFTER DINNER

ILLY COFFEE • CONTINUED

Flat White	165
Selection of Oat / Almond milk	+30

TEA

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

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WINES BY GLASS

(150 ml)

SPARKLING WINE

2017 Contratto, Metodo Classico Millesimato Pinot Noir / Chardonnay · Extra Brut, Piedmont, Italy	670
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CHAMPAGNE

NV De Venoge, Cordon Bleu Brut Pinot Noir / Pinot Meunier / Chardonnay · Champagne, France	960
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WHITE WINE

2021 Cantina Terlan, Tradition Gewürztraminer · Alto Adige DOC, Italy	490
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2024 Whitehaven, Sauvignon Blanc Sauvignon Blanc · Marlborough, New Zealand	640
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2022 Mischief and Mayhem, Côteaux Bourguignons Blanc Chardonnay · Côteaux Bourguignons, Burgundy, France	750
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RED WINE

2022 Le Macchiole, Bolgheri Rosso DOC Merlot / Cabernet Franc / Cabernet Sauvignon / Syrah · Tuscany, Italy	490
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2022 Achaval Ferrer, Malbec Malbec · Mendoza, Argentina	650
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2022 Mischief and Mayhem, Côte de Nuits-Villages Pinot Noir · Côte de Nuits, Burgundy, France	890
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PREMIUM WINES BY THE GLASS

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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.

2023 RAEN, Lady Marjorie

Chardonnay • Sonoma Coast, USA

- 75 ml • 1,050
- 150 ml • 1,900

2019 Tenuta Luce, Brunello di Montalcino DOCG

Sangiovese • Tuscany, Italy

- 75 ml • 1,100
- 150 ml • 1,950

2011 La Spinetta, Passito Oro

Moscato • Piedmont, Italy

- 75 ml • 560
- 150 ml • 950

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A UNIQUE SPARKLING EXPERIENCE

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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.

2013 Movia, Puro

Chardonnay • Goriska Brda, Slovenia

4850

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