



# INDONESIAN FRANCHISE RESTAURANT *By* D'PENYETZ GROUP

COMPANY PROFILE



## ABOUT US

D'PENYETZ was first established in Singapore in 2009 by Edy Ongkowijaya from a small humble beginning in Singapore. Today, D'PENYETZ has expanded globally to 6 countries (Singapore, Australia, Indonesia, Myanmar, Brunei and Malaysia) with more than 70 branches worldwide and planning to expand globally.

What distinguish D'PENYETZ than others is the good sambal chilli that has 8 spicy levels, centralised from Indonesia central kitchen and convenient scale up system using premix paste to ensure same standard and taste. It offers diversified menu not just smashed fried chicken (ayam penyet) but vegetables, beef, fish, soup and noodle.

By using premix and paste prepared from the central kitchen using high tech machines and Halal certified procedures and strict hygiene international standards, it is possible to achieve not just consistency, but no chef is required and able to scale up globally.

With 15 years of experience of ups and down, challenges, obstacles, they have made D'PENYETZ stand strong and keep growing until today.

Passionately,  
D'PENYETZ TEAM



YOU'RE SO  
LOVED! ❤️



ARE YOU HOT  
ENOUGH?

# "JAGONYA PENYET!"

THE HOTTER THE BETTER



# RANGE OF MENU

D'PENYETZ is well known for different level of spicy for the sambal variety, imported directly from Jakarta central kitchen. It is indeed a true original Indonesian, consistent and extensive R&D for more and more new menu and higher level of chilli targeting to a highest level 15 in due time.

Diners can opt for level 1 (Mild Spicy) for those who cant handle spicy, to level 6 (Dangerously Spicy). Variety of items are available on the menu, including chicken, duck, beef, fish Options such as:

- Ayam Penyet (Smashed Fried Chicken)
- Ayam Bakar Kecap (Grilled Marinated Sweet Sauce Chicken)
- Ayam Geprek Keju Mozarella (Smashed Chicken Cutlet Mozarella Cheese)
- Bebek Bakar Bali (Grilled Balinese Duck)
- Iga Bakar (Grilled Beef Ribs)
- Bawal Penyet (Fried Golden Pomfret)
- Ikan Bakar Madu (Sundanese Grilled Tilapia Fish)
- Tahu Telor (Signature Fried Beancurd & Egg in Peanut Sauce)
- Mie Bakso (Beefball Noodle Soup)
- Soto Ayam (Javanese Chicken Soto)
- Gado Gado (Mixed Veg with Peanut Sauce), etc.



**CHOOSE YOUR SPICY LEVEL**  
FOR CHICKEN, DUCK, BEEF, FISH

- LEVEL 8 **SUPER KICK SPICY**  
Sambal Tendang
- LEVEL 7 **FIERY SPICY RED**  
BALADO CHILLI  
Sambalado Ganas
- LEVEL 6 **FRAGRANT RED**  
SHALLOT SAMBAL  
Sambal Bawang Jontor
- LEVEL 5 **FIERY SPICY RED**  
CHILLI SAUCE  
Sambal Judes
- LEVEL 4 **DANGEROUSLY**  
SPICY CHILLI SAUCE  
Sambal Mercon
- LEVEL 3 **PREMIUM SHRIMP**  
PASTE CHILLI SAUCE  
Sambal Terasi Premium
- LEVEL 2 **MINANG GREEN**  
CHILLI SAUCE  
Sambal Hijau
- LEVEL 1 **MILD CHILLI SAUCE**  
Sambal Tidak Pedas

## CHICKEN Selection

**A1** D'PENYETZ  
SMASHED CHICKEN  
(CHICKEN THIGH ONLY)  
Ayam Penyet D'PENYETZ  
(Hanya Paha)

**A2** BLACK SWEET  
SAUCE GRILLED  
CHICKEN  
Ayam Bakar Kecap

**A3** SMASHED  
CHICKEN  
WINGS 3 PCS  
Sayur Ayam  
Goreng Jero

**A4** LOMBOK  
SPICY  
GRILLED  
CHICKEN  
Ayam Goreng  
Bakar Tamarind

**A5** D'PENYETZ  
SMASHED KAMPONG  
CHICKEN (BREAST / THIGH)  
Ayam Penyet Kampong  
D'PENYETZ (Dada / Paha)

**CHOICE OF:  
THIGH/  
BREAST  
PART**

**A6** TRADITIONAL  
SPICES  
MARINATED  
CHICKEN  
Ayam Bakar  
Bumbu Madura

**A7** SMASHED BONELESS  
CHICKEN CUTLET  
Ayam Gerdil D'Penyetz

**A8** MELTED MOZZARELLA  
CHEESE CHICKEN CUTLET  
Ayam Gerdil Mozzarella

**A9** LOMBOK  
SPICY  
FRIED  
CHICKEN  
CUTLET  
Ayam Goreng  
Tawarung

ALL EXCLUDE RICE

## FISH Selection

**B1** FRIED MARINATED  
GOLD POMFRET FISH  
Ikan Bawal Penyet

**B2** GRILLED GOLD  
POMFRET FISH  
Ikan Bawal Bakar Kecap

**B3** FRIED MARINATED  
TILAPIA FISH  
Ikan Tilapia Goreng Keras

**B4** GRILLED  
BLACK SWEET  
SAUCE TILAPIA FISH  
Ikan Bakar Cenguk

**B5** FRIED  
SEA-BASS FISH  
Ikan Sebakap Goreng  
Kremes

**B6** GRILLED BLACK  
SWEET SAUCE  
SEA-BASS FISH  
Ikan Sebakap Bakar Kecap

**B7** BBQ SAMBAL  
SEA-BASS FISH  
Ikan Sebakap  
Bakar

**B8** CRISPY SOTONG  
CALAMARI  
Sotong Goreng  
Tawarung

**B9** BBQ SAMBAL  
SOTONG BANANA LEAF  
BBQ Sambal Sotong

**B10** GRILLED CATFISH  
Ikan Lela Bakar Kecap

**B11** FRIED CATFISH  
Ikan Lela Goreng

ALL EXCLUDE RICE

## BEEF Selection

**C1** FRIED  
MARINATED  
BEEF RIBS  
Iga Bakar Goreng

**C2** GRILLED  
MARINATED  
BEEF RIBS  
Iga Bakar Bakar Kecap

ALL EXCLUDE RICE

## DUCK Selection

**D1** FRIED MARINATED  
DUCK  
Bebek Penyet

**D2** SWEET BLACK  
SAUCE DUCK  
Bebek Bakar  
Kecap Hitam

**D3** LOMBOK SPICY  
GRILLED DUCK  
Bebek Bakar Tawarung

**D4** TRADITIONAL SPICES  
MARINATED DUCK  
Bebek Bakar Madura

ALL EXCLUDE RICE

## SOUP Selection

**G1** SOUR & SWEET  
VEGETABLE SOUP  
Sayur Ayam Bawang Putih

**G2** BEEFBALL NOODLE/  
BEEHOON SOUP  
Mie/Ghutan Baku

**G4** INDONESIAN  
OXTAIL SOUP  
Sop Buntut Barabudur

**G1** JAVANESE CHICKEN  
SOTO SOUP  
Soto Ayam Lingsogan

**G5** SWEET SAUCE  
GRILLED OXTAIL &  
SOUP  
Sop Buntut Bakar Kecap

## SIDE DISH Selection

**H1** TAHU TELOR SIGNATURE  
Tahu Telor Singapore

**H2** CRISPY CHICKEN SKIN  
Kulit Ayam Goreng

**H3** FRIED TOFU & TEMPE  
Tahu Tempe Penyet

## OTHERS

**O1** FRIED BOILED EGG  
IN BALADO SAUCE  
Telur Balado

**O2** STEAMED RICE  
Nasi Putih

**O3** PRAWN CRACKERS  
Krupuk Udang

**O4** COLOURFULL GARLIC CRACKERS  
Krupuk Bawang

**O5** EXTRA CHILLI SAUCE  
Extra Sambal

## VEGETABLES Selection

**V1** MIXED VEGETABLE WITH  
PEANUT SAUCE +  
RICE CAKE + KERUPUK  
Sayur Goreng Bawang +  
Lontong & Krupuk

**V2** SAMBAL EGGPLANT  
Terong Goreng Balado

**V3** STIR-FRY WATER  
SPINACH W/ GARLIC  
Kangkung Tumis  
Bawang Putih

**V4** STIR-FRY BEAN SPROUTS  
W/ SALTED FISH  
Tauhe Tumis Ikan Asin

**V5** STIR-FRY WATER SPINACH  
W/ SAMBAL BELACAN  
Kangkung Tumis Belacan

**V6** STIR-FRY KAILAN W/  
OYSTER SAUCE  
Kailan Tumis  
Saus Tiram

## POPULAR CHOICE!

**P1** DOUBLE MIX SAUCE  
MADURA & TALIWANG  
SAUCE DUCK  
Bebek Bakar Bumbu Madura  
Tawarung Special

**P2** DOUBLE MIX SAUCE  
MADURA & TALIWANG  
SAUCE CHICKEN  
Ayam Bakar Bumbu Madura  
Tawarung Special

ALL EXCLUDE RICE

**LEVEL 1**  
**Mild Chilli Sauce**  
(Sambal Tidak Pedas)

**LEVEL 2**  
**Minang Green Chilli Sauce**  
(Sambal Hijau)

**LEVEL 3**  
**Premium Shrimp Paste Chilli Sauce**  
(Sambal Terasi Premium)

**LEVEL 4**  
**Dangerously Spicy Chilli Sauce**  
(Sambal Mercon)

**LEVEL 5**  
**Fiery Spicy Red Chilli Sauce**  
(Sambal Jutes)

**LEVEL 6**  
**Fragrant Red Shallot Sambal**  
(Sambal Bawang Jontor)

**LEVEL 7**  
**Fiery Spicy Red Balado Chilli**  
(Sambalado Ganas)

**LEVEL 8**  
**Super Kick Spicy**  
(Sambal Tendang)

## BEVERAGES & CENDOL

|                                           |                                            |                                      |                                            |                                         |
|-------------------------------------------|--------------------------------------------|--------------------------------------|--------------------------------------------|-----------------------------------------|
| <br>K1<br>ICED LEMON TEA<br>2.50          | <br>K2<br>ICED LIME JUICE<br>2.50          | <br>K3<br>ICED HAPPY SODA<br>2.90    | <br>K4<br>ICED BANDUNG<br>2.90             | <br>K5<br>ICED FRESH LIME<br>2.80       |
| <br>K6<br>ICED LONGAN<br>3.50             | <br>K7<br>ICED LYCHEE<br>3.50              | <br>K8<br>ICED LYCHEE CINCAU<br>3.80 | <br>K9<br>ICED LONGAN CINCAU<br>3.80       | <br>K10<br>ICED LEMONGRASS<br>2.90      |
| <br>K11<br>ICED MILO<br>3.20              | <br>K12<br>MILO (HOT)<br>2.80              | <br>K13<br>ICED ROSE LIME<br>2.50    | <br>K14<br>ICED ROSE SYRUP<br>2.20         | <br>K15<br>ICED TEH TARIK<br>2.80       |
| <br>K16<br>TEH TARIK (HOT)<br>2.20        | <br>K17<br>ICED LYCHEE TEA<br>3.80         | <br>K18<br>ICED MANGO TEA<br>3.80    | <br>K19<br>ICED CENDOL GRASS JELLY<br>4.50 | <br>K20<br>ICED CENDOL RED BEAN<br>4.50 |
| <br>K21<br>ICED CENDOL JACKFRUIT<br>4.80  | <br>K22<br>ICED CENDOL OREO<br>4.80        | <br>K23<br>ICED KOPI TARIK<br>2.80   | <br>K24<br>KOPI TARIK (HOT)<br>2.20        | <br>K25<br>KOPI O HOT<br>2.00           |
| <br>K26<br>MINERAL WATER (BOTTLE)<br>1.80 | <br>K27<br>SOFT DRINK CANNED Sosis<br>2.50 | <br>K28<br>TEH BOTOL SOSRO<br>3.50   | <br>K29<br>ICED TEA O<br>2.20              | <br>K30<br>TEA O (HOT)<br>2.00          |

**ADDITIONAL TOPPING**

- CINCAU \$1.00
- RED BEAN \$1.00
- OREO CRUSHED \$1.00
- JACKFRUIT NANGKA \$1.50

**D'PENYETZ**  
BY EDY ONGKOWIAYA  
SINGAPORE | INDONESIA | AUSTRALIA | MALAYSIA | BRUNEI DARUSSALAM | MYANMAR

**AYAM PENSET GO INTERNATIONAL**



# INDOMIE GORENG ORIGINAL

IMPORT EDITION

The Most POPULAR  
Instant Noodle In The World

(Served with sunny side egg & choice of signature sambal chilli level)

STANDARD PORTION (S) | DOUBLE PORTION (L)



**IN1**  
**INDOMIE TELOR STANDARD**  
(Indomie with fried egg)



**IN2**  
**INDOMIE MOZZARELLA**  
(Indomie egg & melted mozza cheese)



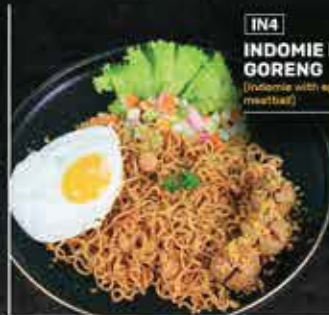
**IN3**  
**INDOMIE TERONG GORENG**  
(Indomie with egg & fried eggplant)



**IN6**  
**INDOMIE AYAM GEPREK MOZZARELLA**  
(Indomie with egg & chicken cutlet cheese)



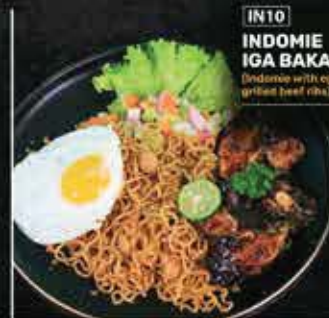
**IN9**  
**INDOMIE IGA PENYET**  
(Indomie with egg & fried beef ribs)



**IN4**  
**INDOMIE BAKSO GORENG**  
(Indomie with egg & fried beef meatball)



**IN7**  
**INDOMIE AYAM PENYET**  
(Indomie with egg & fried chicken)



**IN10**  
**INDOMIE IGA BAKAR**  
(Indomie with egg & grilled beef ribs)



**IN5**  
**INDOMIE AYAM GEPREK**  
(Indomie with egg & chicken cutlet)



**IN8**  
**INDOMIE AYAM BAKAR**  
(Indomie with egg & grilled chicken)

## ADD ON EXTRA :

- FRIED CHICKEN SKIN
- KERUPUK (Prawn Crackers)
- CHEESE MOZZARELLA
- BAKSO 3pcs (Soup/Fried)
- FRIED TEMPE 2 PCS
- FRIED TOFU 2 PCS

# HOW HOT CAN YOU TAKE ?

**CHOOSE YOUR  
SPICY LEVEL**

**FOR CHICKEN, DUCK, BEEF & FISH**



LEVEL  
8

**SUPER KICK SPICY**

Sambal Tendang

LEVEL  
7

**FIERY SPICY RED  
BALADO CHILLI**

Sambalado Ganas

LEVEL  
6

**FRAGRANT RED  
SHALLOT SAMBAL**

Sambal Bawang Jontor

LEVEL  
5

**FIERY SPICY RED  
CHILLI SAUCE**

Sambal Judes

LEVEL  
4

**DANGEROUSLY  
SPICY CHILLI SAUCE**

Sambal Mercon

LEVEL  
3

**PREMIUM SHRIMP  
PASTE CHILLI SAUCE**

Sambal Terasi Premium

LEVEL  
2

**MINANG GREEN  
CHILLI SAUCE**

Sambal Hijau

LEVEL  
1

**MILD CHILLI SAUCE**

Sambal Tidak Pedas



# INTERIOR THEME CONCEPT





# SINGAPORE OUTLET

DOWNTOWN EAST (Pasir Ris)

JURONG EAST MALL (JEM)

NEW TECH PARK (LOR CHUAN)

HILLION

ADMIRALTY

TIONG BAHRU PLAZA

JELlicoe RD V-HOTEL (LAVENDER)

SINGPOST CENTRE (PAYA LEBAR)

TAMPINES HUB

ALEXANDRA RETAIL CENTRE (ARC)

CHAI CHEE (BEDOK)

MAXWELL

MARINA SQUARE (MAKAN MAKAN BY D'PENYETZ)





# SINGAPORE OUTLET



**DOWNTOWN EAST (Pasir Ris)**

**JURONG EAST MALL (JEM)**

**NEW TECH PARK (LOR CHUAN)**

**HILLION**

**ADMIRALTY**

**TIONG BAHRU PLAZA**

**JELlicoe RD V-HOTEL (LAVENDER)**

**SINGPOST CENTRE (PAYA LEBAR)**

**TAMPINES HUB**

**ALEXANDRA RETAIL CENTRE (ARC)**

**CHAI CHEE (BEDOK)**

**MAXWELL**

**MARINA SQUARE (MAKAN MAKAN BY D'PENYETZ)**



# AUSTRALIA OUTLET

Melbourne (Lygon Carlton - Clayton - Little Bourke Street)





# AUSTRALIA OUTLET

**SYDNEY - (Sussex Street (CBD-Darling Harbour) - Burwood NSW)**





# MALAYSIA OUTLET

KUALA LUMPUR - MyTOWN Shopping Centre ( Cheras )





# MALAYSIA OUTLET

JOHOR BAHRU - Bandar Baru Uda





**MALAYSIA OUTLET**

**JOHOR BAHRU - KSL CITY MALL**





# BRUNEI DARUSSALAM OUTLET

DELIMA

KIULAP





# MYANMAR OUTLET

YANGON CITY



# SURASA BY D'PENYETZ (INDONESIAN MODERN RESTAURANT)



# LITTLE INDONESIA 2025 BY D'PENYETZ (ORCHARD RD, SINGAPORE)



## LITTLE INDONESIA

SAJIAN NUSANTARA MENYAPA DUNIA



# CELEBRITY & FRIENDS



# AWARD RECOGNITION (SINGAPORE - INDONESIA - MALAYSIA)



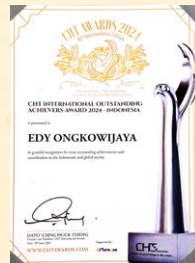
# AWARD RECOGNITION (SINGAPORE - INDONESIA - MALAYSIA)



# INTERNATIONAL FB SUMMIT MALAYSIA



# AWARDS AND RECOGNITION



## AS FEATURED ON



## MEDIA FEATURED ON:





## MEDIA FEATURES

MELBOURNE:



INDONESIA - SINGAPORE - MYANMAR:



INDONESIA:



INDONESIA MEDIA ONLINE  
FEATURE:



# MEDIA TV COVERAGE



# MEDIA ONLINE · YOUTUBE · PODCAST





BY EDY ONGKOWIJAYA®  
**D'PENYETZ**  
 SINGAPORE | MALAYSIA | AUSTRALIA | INDONESIA | BRUNEI DARUSSALAM | MYANMAR

## OUR OUTLETS 2025

### INDONESIA BRANCHES

#### JAKARTA

- **CITY PLAZA JATINEGARA**  
Lt. 2 Food Connection Stall No. 9
- **SURASA (BY D'PENYETZ)**  
Sedayu City, Kelapa Gading, Jakarta
- **D'PENYETZ & D'BAKMIE MILLENNIUM MALL**  
Food Court Lt 04 No. 07,  
Jl. Senen Raya No.135

#### BANDUNG

- **JL. VETERAN NO.38**  
BANDUNG 11 - 20
- **ISTANA BEC LT.3**
- **FESLINK LT.3**
- **KINGS MALL LT.5**
- **D'BOTANICA MALL**
- **BIP LT.3**

#### BALIKPAPAN

- **JL. MT HARYONO NO. 95/16**  
(DEPAN KFC)  
Balikpapan Kalimantan Timur,  
Telp. 0842 851 4425 / 0852 9596 8899

#### MAKASSAR

- **HERTASNING**  
Jl. Hertasning No. 88A, Makassar  
Telp. 0411 88 2882 / 0813 5538 7777

#### SAMARINDA

- **JL. AW SYAHRINI NO.23**  
Kelurahan Air Hitam, Samarinda Ulu,  
Telp. 0541 252 1087 / 0822 9596 8899
- **JL. GATOT SUBROTO**  
**SERINDIT NO.218**  
Telp. 0541 652 4746

#### SINGKAWANG

- **JL. AHMAD YANI NO.47A**  
SINGKAWANG (KALBAR)

#### BATAM

- **D'PENYETZ BCS MALL**  
Lt. 3 Blok C3/7
- **D'PENYETZ MALL BOTANIA 2**  
Ground Floor Ubit GF 40-41
- **D'PENYETZ MEGA MALL**  
1st Floor Unit F-106 - 108
- **D'PENYETZ NAGOYA HILL MALL**  
Lt.2 Unit SF3 A - 11
- **D'PENYETZ DC MALL**  
Lantai Dasar Blok GF No. 03C

#### MANADO

- **MANTOS 3 SF-05A, NO. 06**  
Lt. 03 SF-05A/06 | Telp. 0431 889 0358

### INTERNATIONAL BRANCHES

#### SINGAPORE

- **D'PENYETZ - DOWNTOWN EAST**  
1 Pasir Ris Close, eHub, @Downtown East, #02-110,  
Singapore 519599.
- **D'PENYETZ - JEM**  
JEM #05-02, 50 Jurong Gateway Road,  
Singapore 608549.
- **D'PENYETZ - LOR CHUAN**  
New Tech Park (opp Lor Chuan MRT) 151 Lor Chuan,  
#01-24, Singapore 556741.
- **D'PENYETZ XPRESS -**  
**TIONG BAHRU PLAZA**  
Tiong Bahru Plaza B1-111, 298 Tiong Bahru Road,  
Singapore 168732.
- **D'PENYETZ**  
**SINGPOST PAYA LEBAR**  
Singpost Centre (Eunos) 10 Eunos Rd 8 #02-142,  
Singapore 408600.
- **D'PENYETZ - ARC**  
Alexandra Retail Centre (ARC), 460 Alexandra Road  
Singapore 119963
- **D'PENYETZ & DBAKMIE -**  
**HILLION MALL**  
17 Petir Rd, #01-42, Singapore 678278
- **MAKAN MAKAN - MARINA SQUARE**  
6 Raffles Blvd, Marina Square #02-110 Singapore 039594
- **D'BAKMIE PASIR RIS**  
1 Pasir Ris Close,  
eHub@Downtown East,  
#02-110, S 519599
- **D'PENYETZ ADMIRALTY**  
Blk 678A Woodlands Ave 6  
#01-31 Admiralty Place  
(Beside Kampung Admiralty)  
Singapore 731678
- **D'PENYETZ CHAI CHEE**  
ESR BIZPARK @ CHAI CHEE  
(Beside Decathlon Building)  
750 Chai Chee Road, #01-13 (Opp Astons)  
Singapore 469000
- **D'PENYETZ TAMPINES HUB**  
#02-90/91 1 (Near the bridge)  
Tampines walk, Singapore 528523
- **D'PENYETZ MAXWELL**  
5 kadayannallur Street, #01 - 06  
(Heritage Behind Maxwell Food Centre)  
Singapore 069183

#### MALAYSIA

- **JOHOR BAHRU**  
43, Jalan Padi Emas 1/3 Bandar Baru Uda  
(Near Restoran Habib) 81200 Johor Bahru,  
Johor
- **KSL CITY MALL, JOHOR**  
F&B Shop Level 1, LOT 97, Johor bahru
- **MYTOWN SHOPPING CENTRE**  
L3 - 038 Level 3, 6, Jalan Cochrane,  
Cheras, 55100 Kuala Lumpur

#### BRUNEI DARUSALLAM

- **DELIMA SQUARE**  
Unit 9, GF, Delima Square
- **J HOTEL (KIULAP)**  
Unit 11 - 12, Blok B, Taibah Complex, Kiulap

#### MYANMAR

- **SEIN GAY HAR SUPER CENTRE**  
Pyay Road, Pyay Road Sein Gay Har Super Center
- **NO. 196, TERMINAL M**  
**LE EXCUSE MALL**  
**M FOOD COURT)**  
No.3 Main Street & Krae Pin Junction

#### AUSTRALIA

- MELBOURNE**
- **112 LYGON ST, CARLTON**
- **335A CLAYTON ROAD, CLAYTON**
- **204 LITTLE BOURKE ST, CHINATOWN**
- **D'BAKMIE :**  
**114 LYGON ST, CARLTON**
- SYDNEY**
- **183C BURWOOD ROAD, BURWOOD**
- **SUSSEX STREET (CBD)**  
Shop 8/339 Sussex st, Sydney



**AYAM PENYET GO INTERNATIONAL**



SINGAPORE | AUSTRALIA | MALAYSIA | INDONESIA | BRUNEI DARUSSALAM | MYANMAR

