

BREADS

To order alongside our mezze plates

- Fluffy pita** [Ve] 4
Three mini pita: Warm + lightly charred w/ za'atar + olive oil
- Pretzel challah** [Ve] 3
A cross between a salty, chewy pretzel + sweet, fluffy challah
- Flatbread** [V] [ask for GF + Ve] 4.5
Flaky, buttery + light, drizzled in thyme honey
- Everything bagel** [V] 3.5
Montreal style; Rolled, boiled + baked fresh in-house daily
- Grilled cornbread** [V] 5
Made in-house + served hot w/ honey butter + zhoug

MEZZE

To accompany your breads

- Labneh** [V + GF] 5
A staple in the Middle East: Greek yoghurt salted + strained overnight: Thick, light + fluffy, topped w/ beetroot + hazelnut
- Pumpkin hummus** [Ve + GF] 5
Za'atar-roasted squash w/ cayenne + coriander, topped w/ toasted pumpkin seed + chilli relish
- Green whipped feta** [V] 5
A firm house favourite: Full of fresh green herbs + finished w/ crispy sourdough crumb + chive
- Aubergine + pistachio** [Ve + GF] 4.5
Aubergine, harissa + allspice relish w/ tahini dressing, green pistachio + baby mint
- Dak Dak salad** [Ve + GF] 4.5
Chopped Tel Aviv salad w/ cucumber, tomato, mint + parsley, toasted pine nuts, red onion, pomegranate + sumac
- Chilli plate** [Ve + GF] 3
If you like it hot: Blistered chillies, Turkish chilli flakes, red harissa + our house-made hot + herby zhoug

BOUREKAS

Parcels of flaky pastry filled, topped + then baked in the oven. Just like they do in Tel Aviv, we like to serve our bourekas w/ tahini, egg + pickles. Then, to enjoy yours the true Tel Aviv way, cut it in half + then stuff it to the brim w/ the egg, pickles + tahini!

- Batata, feta + dill** [V] 6
- Mushroom + kraut** [V] 6

If you have any food allergies or dietary requirements, please let your server know. Prices include VAT. An optional 12.5% service charge will be added to your bill, w/ gratuities shared among the front of house + kitchen teams in this restaurant.

ALL DAY BRUNCH

- SHAKSHUKA** [V] [ask for GF] 12
A staple across the Middle East + North Africa, our award-winning [and most popular] brunch favourite is a hearty dish of eggs baked w/ tomatoes, sweet peppers + spices w/ preserved lemon yoghurt + a slice of Brickhouse sourdough [add merguez sausage 3 | crispy halloumi 3 | both 5]
- MARINATED FETA HASH** [V] 12.5
A filling veggie brunch dish: Crispy spiced potatoes, marinated feta, harissa, sweet roasted peppers, slow cooked onion + Aleppo fried egg, finishing w/ aromatic fresh coriander. Invented at our Stoke Newington restaurant back in 2015 when the chefs cooked up a team leftovers breakfast!
- GOAT SHAWARMA HASH** 12.5
A skillet filled w/ crispy potato, sweet roasted peppers, fried egg, pickles, filfel chuma mayo + our slow-cooked, fall-apart tender goat shawarma: a must-try at brunch! Supplied by Cabrito, who source from British kid goat dairy farms + supply directly to us

PITAS, CHALLAH AND BAGELS

- EGG + CHEESE BAGEL** [V] 6
Fried egg, Glastonbury smoked cheddar, chilli-spiked spring greens + shakshuka ketchup, topped w/ house pickles + amba [add free-range streaky bacon 2.5]
- BACON + EGG PITA** 8
A firm favourite since we began: Fried eggs, crispy free-range streaky bacon, date jam + mango amba all stuffed into a warm fluffy Israeli pita + topped w/ pickled cucumber
- LOX + CREAM CHEESE BAGEL** 7
Our version of a NYC deli classic: Pastrami spice-cured trout w/ dill, caper schmear + red onion on one of the Montreal-style bagels we make fresh in-house daily
- SALT BEEF REUBEN** 12
New York-style heritage brisket w/ melted smoked cheddar, fresh dill, crispy onions, kraut, Russian dressing + pickles, sandwiched in our house pretzel challah [add a fried egg 1]
- BEETROOT REUBEN** [Ve] 10
Roasted beetroot w/ tabasco-spiked cashew Russian dressing, dairy-free coconut cheese sauce, garlic + dill kraut + crispy onions on our soft + chewy house pretzel challah

ZFC BURGER

Tender + crispy free-range chicken thighs brined in buttermilk + chilli, za'atar-seasoned + deep fried then topped w/ house-made kraut, Russian dressing + pink pickles on our pretzel challah

BREAKFAST, BRUNCH AND LUNCH

BEST BRUNCH IN LONDON

- GRAIN BOWL** [V + GF] [ask for Ve] 11
A nourishing + substantial dish packed w/ energy-boosting superfoods + Middle Eastern flavours: Grains, roasted pepper tahini, roasted pumpkin, kale, chicory, raw beets, pickles, kraut, crispy chickpeas + soft-boiled egg [add merguez sausage 3 | crispy halloumi 3 | both 5]
- BABKA FRENCH TOAST** [V] 10.5
Perhaps the prettiest dish on the brunch menu: A thick slice of our hand-rolled babka steeped in spiced custard, toasted in the oven + then piled high w/ honeyed pumpkin, house labneh, golden yellow turmeric custard + crunchy candied pumpkin seeds [add free-range streaky bacon 2.5]
- ODED'S GRANOLA** [V] [ask for Ve] 7
A Mizrachi family recipe: Sweet spiced mixed-nut + oat granola w/ date molasses, seasonal fruit + house labneh OR oat milk by Minor Figures [Ve] [We donate £1.50 from every bowl to our charity partner Magic Breakfast to provide a schoolchild w/ a week's worth of nutritious breakfasts + wrap-around support]

SIDES

Fill out the table w/ a smorgasbord of little dishes to share

- Zoo fries** [Ve + GF] 4
Coriander + cumin-spiced home fries w/ Middle Eastern condiments [amba, zhoug, tahini] + house pickles
- Crispy halloumi** [V + GF] 4.5
Hot golden cubes deep fried + drizzled w/ thyme honey + finished w/ za'atar seasoning
- Aleppo fried eggs** [V] 2
Free-range eggs laid by well cared-for hens in Kent, doused in Aleppo-chilli butter + finished w/ fresh herbs
- Merguez sausage** 5
Smoky, aromatic lamb + beef sausages w/ Middle Eastern spices, served w/ tangy preserved lemon yoghurt + sumac
- Free-range streaky bacon** 4.5
Heritage breed bacon, dry-cured in North Yorkshire + grilled until crispy

JERUSALEM BREAKFAST FOR TWO

30

Our spin on a Levantine breakfast feast: Labneh, green whipped feta + aubergine relish, pita, dak dak + Aleppo fried eggs, plus halloumi [V] or merguez sausage [ask for GF] [ADD A MIMOSA 5pp]

IRAQI AUBERGINE PITA

Straight outta the street food scene of Tel Aviv: Sold from market stalls + holes in the wall all over the city since its creation in the 1940s by an Iraqi vendor, this popular + tasty sandwich – known over there as the 'sabich' – is one of the most iconic dishes in Tel Aviv... And on brunch tables at The Good Egg!

- CLASSIC** [V] 10
Fluffy pita stuffed w/ tahini, amba, zhoug, dak dak, fudgy egg, pickles + fried aubergine [Top tip: Add a side of crispy halloumi or bacon to stuff into your sabich!]
- CRISPY POTATO** [Ve] 10
Not only is this version absolutely delicious, it's vegan too! Just like our Classic sabich, but instead of egg this one's stuffed w/ hot + crispy spiced potatoes
- SALAT SABICH** [V + GF] 10
Skip the pita: Everything our Classic sabich has to offer, only this version comes served as a tasty gluten-free option, no bread: All filler, all killer

ADD ZOO FRIES TO ANY PITA / CHALLAH / BAGEL / BURGER 3.5

ODED'S BABKA

Think: Brioche-meets-cake. Our best-loved bakery item, this sweet loaf – swirled w/ a variety of fillings – is moist, buttery + dense yet fluffy + light... Handed down through three generations of the Mizrachi family, this is a must-try: Order before or after brunch, or ask your waiter for a slice to take home

- Chocolate** [V] 4
Rich chocolate ganache + dark chocolate chip
- Date + pecan** [V] 4
Date jam + toasted pecans
- Seasonal** [V] 4
[Ask your server for this season's swirl!]

ETHICAL AND SUSTAINABLE

Ever since our street food days, we've been all about making our Middle Eastern-inspired food fresh daily w/ the highest quality, most ethically + sustainably sourced ingredients around, working closely w/ the Sustainable Restaurant Association [SRA] to find suppliers whose ethics + approach to food align w/ our own. Because of our work around the SRA's 3 pillars – *Sourcing, Society + Environment* – our restaurant business has been awarded the highest rating possible by the SRA:

★★★