

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

CRYSTAL JADE DEBUTS NEW 'MALA' RICE DUMPLING

Available from 14 May to 18 June 2018

Singapore, April 2018 – This Dragon Boat Festival, Crystal Jade presents *four* varieties of handmade rice dumplings; including two new offerings. Brimming with a generous amount of quality ingredients, each plump bundle is carefully-bound and cooked to perfection.

Customers can place their orders on the e-store (<http://estore.crystaljade.com>) from 14 May to 14 June, while outlet sales commences on 28 May and ends on 18 June. Check out the e-store for exclusive prices on select flavours, available in bundles of three and five dumplings.

During the promotion period, Jadeite members, DBS and Citibank cardmembers enjoy a 10% discount on all rice dumplings. In addition, Jadeite members who purchase a minimum of \$40* worth of dumplings via the Crystal Jade mobile app (after discounts have been applied) will receive a bottle of *Crystal Jade Signature XO sauce* worth \$16.80; a condiment that will complement the dumplings excellently!

**After 10% discount has been applied, if applicable*



NEW! Mala rice dumpling 麻辣肉粽 | \$8.80 for 1; E-store exclusive bundle set - \$24.80 for 3, \$39.80 for 5

Succulent pork shoulder and Spanish pork collar pieces marinated in a proprietary 'mala' blend comprising Szechuan peppercorns, a mix of dried chillies and chilli oil add a fiery kick to this rice dumpling studded with sweet chestnuts, salted egg yolk and mung beans.

NEW! Assorted Mushroom with Pork Belly Dumpling 三姑六婆粽 | \$7.80 for 1; E-store exclusive bundle set - \$21.80 for 3, \$36.80 for 5

A mix of shiitake, king oyster and white button mushrooms; selected for flavour and texture, infuses a lovely earthy aroma to this dumpling. Each bite is a satisfying mouthful of well-cooked glutinous rice, sweet chestnuts, salted egg yolk and mung beans.





Premium rice dumpling with abalone, Five-spice pork rice dumpling

Premium rice dumpling with abalone 极品鲍鱼囊蒸粽 | \$19.80

A plethora of ingredients, including a 10-head braised abalone, makes for a robust-flavoured dumpling. This large deluxe dumpling is also packed with BBQ roasted pork, BBQ roasted duck, dried scallops, shiitake mushrooms, sweet chestnuts, salted egg yolk and mung bean.

Rice Dumpling with five spice Marinated Pork 五香咸肉粽 | \$7.80 for 1; E-store exclusive bundle set - \$21.80 for 3, \$36.80 for 5

Moist and savoury, this classic rice dumpling bears the unmistakable aroma of five-spice powder. It includes the essentials of a classic dumpling – fragrant glutinous rice, juicy pork chunks, sweet chestnuts, salted egg yolk and mung beans.

For more information on outlet locations, please log on to www.crystaljade.com.

ABOUT CRYSTAL JADE GROUP

Founded in 1991, Crystal Jade is an awarded Chinese culinary group with MICHELIN one star and multiple MICHELIN Bib Gourmand awards (Hong Kong & Shanghai). Committed to preserving the rich traditions of Chinese cuisine, the group's portfolio of specialty dining concepts range from fine dining and casual dining restaurants to specialty bakeries.

In 2014, L Capital Asia, the private equity arm of LVMH Moët Hennessy – Louis Vuitton officiated a 90% stake buy in Crystal Jade. Later in June 2015, Standard Chartered Private Equity (SCPE) announced its investment in the group as well. To date, the award-winning group owns and operates over 120 outlets across 30 major cities in Asia Pacific and the United States.

For more information or assistance, please contact:

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