

NEWS RELEASE
FOR IMMEDIATE RELEASE

LUNAR NEW YEAR FEASTING WITH CRYSTAL JADE

Savour festive takeaway specialties and dine-in festive dishes

Singapore, December 2015 – Rejoice in a bountiful Chinese New Year with Crystal Jade Culinary Concepts, where a tempting line-up of specially-crafted celebratory sweet treats and savoury festive dishes are in store for takeaway or dine-in, at the established group's stellar portfolio of fine dining and casual restaurants.

From 4 January 2016, orders can be made online at www.crystaljade.com (collection can be made from 15 January at select outlets). From 15 January, customers can place orders through the festive hotline at 6512 0833 or at all Crystal Jade restaurants and bakery outlets. Reservations for Chinese New Year dining can be made through the respective restaurants*.

**Please refer to the full restaurant list for individual outlet details.*

FESTIVE TAKEAWAY DELIGHTS

Indulge in a sumptuous Lunar New Year spread comprising tantalising delicacies that are packed for convenience and available for takeaway at various outlets island-wide. From quintessential traditional classics to inventive *yusheng*, the extensive selection caters to varying palates and budgets.



Prosperity yu sheng with Mexican abalone and red pomegranate, Reunion salmon yu sheng

- **Prosperity yu sheng with abalone and red pomegranate 鸿运红石榴鲍鱼捞生, \$128 for large | \$78 for small**
Available at Fine Dining outlets for takeaway and dine-in. Limited quantities available.
- **Reunion baby abalone yu sheng 贺岁团圆金鲍仔捞生, \$66.80 for large | \$40.80 for small**
Available at Crystal Jade Jiangnan / La Mian Xiao Long Bao and Crystal Jade Kitchen for takeaway and dine-in

Toss to good health and a smooth year with Crystal Jade's renditions of this ubiquitous appetiser. A confetti of colours, the *Prosperity yu sheng* pairs essential 'lo-hei' ingredients with a sour plum and pomegranate dressing with slices of Mexican abalone and fresh pomegranate seeds that resemble

red rubies, as the crowning glory. The *Reunion baby abalone yu sheng* presents the well-loved winsome version that will delight both young and old. Non salmon options are also available.



Luxurious abalone treasure pot, Bountiful abalone treasure pot

- **Luxurious abalone treasure pot 鲍鱼海味盆菜, \$318 for 6 pax | \$498 for 10 pax**
Available at Fine Dining outlets for takeaway and dine-in. Limited quantities available.

Literally a treasure pot, this feast is brimming with 15 different premium ingredients; including eight-head abalones, sea cucumber, dried oysters, smoked pig trotters and fish maw, braised in a robust thick sauce. Customers who purchase the *Prosperity Treasure Pot* (for 10 pax) will get to also enjoy a *Prosperity Yu Sheng with Mexican Abalone* for only \$98 and \$58; for the large and small packs respectively (usual price: \$128 and \$78).

- **Bountiful abalone treasure pot 丰收海味盆菜, \$238 for 5 pax | \$418 for 10 pax**
Available at Crystal Jade Restaurant (T2), Crystal Jade Kitchen, Crystal Jade Jiangnan/La Mian Xiao Long Bao outlets for takeaway and dine-in

Prepared with choice ingredients such as fish maw, fresh prawns, oysters, dried mushrooms and ten-head abalone, this hearty generous pot of wholesome goodness is a definite show-stopper on any reunion table and is best savoured in the company of family and friends.



- **Buddha jumps over the wall 佛跳墙, \$228 for 5 pax | \$428 for 10 pax**
Available at Crystal Jade Restaurant (T2) and Crystal Jade Kitchen for takeaway and dine-in

Definitely *the* highlight on any reunion dinner table, this veritable speciality is painstakingly-prepared; the flavourful stock is rendered by simmering premium ingredients such as whole 8-head

abalone, shark's fin, sea cucumber and fresh ginseng over six hours until the broth is reduced to a luscious consistency.



From left: Eternal bliss sampling platter, Gold bar glutinous rice cake & Gold leaf double fish glutinous rice cake

• Sweet and savoury traditional cakes

Available at all outlets including Crystal Jade My Bread outlets, **except** Crystal Jade Premium, Crystal Jade Korean Ginseng Chicken & BBQ, C-Jade Deli Corner outlets. For takeaway till 7 February 2015, 3pm only.

A nod to sweet beginnings and excellent for gift-giving, the *Eternal bliss sampling platter* 五福临门 (\$39.80) comprises five different homemade items; *Carrot cake*, *Yam cake*, *Water chestnut cake*, *Egg cake* and *Glutinous rice cake*, packaged in a pretty hexagon-shaped box.

Light and pillow-soft, the *understated Egg cake* 金银满屋鸡蛋糕 (\$19.80) is a delightful Chinese-style sponge cake made with egg yolks; a great treat to serve to visiting guests or for personal enjoyment with a freshly-brewed cup of Chinese tea. The well-received *Carrot cake* 财源滚滚腊味萝卜糕 (\$28.80) and *Yam cake* 步步高升腊味芋头糕 (\$28.80) remain on the menu by popular demand.

Besides the perennial favourite of traditional *Glutinous rice cake* 发财年糕 (\$26.80), Crystal Jade's team of chefs have also conjured a *Gold bar glutinous rice cake* 金砖年糕 (\$21.80) and a pair of *Gold leaf double fish glutinous rice cake* 金箔双鱼年糕 (\$42.80); both of which herald a prosperity year ahead.

• Chinese New Year Cookies

Available at all Crystal Jade outlets **except** Crystal Jade Premium and C-Jade Deli Corner for takeaway only. For takeaway till 7 February 2015, 3pm only

Present visiting relatives and friends with Crystal Jade's two festive cookies; irresistible *Fortune Bo Lo pineapple tarts* 旺上旺菠萝黄梨挞 (\$10.80 – \$20.80) with a generous filling of well-balanced sweet and tart pineapple jam, and buttery *Almond puff cookies* 黄金杏仁酥 (\$6.80 - \$12.80).

Promotions for takeaway items

- Early bird period (4 – 28 January 2016)
12% discount for DBS/POSB, Standard Chartered cardholders or Jadeite members
15% discount for Jadeite members with DBS/POSB and Standard Chartered cards
- Usual promotion period (29 January – 22 February 2016)
8% discount for DBS/POSB, Standard Chartered cardholders or Jadeite members
12% discount for Jadeite members with DBS/POSB and Standard Chartered cards

FESTIVE FEASTING

Usher in Chinese New Year at any of Crystal Jade's diverse stable of restaurants. Thoughtfully-crafted Chef's recommendations menu as well as a variety of dine-in set menus featuring a lavish selection of exquisite plates are available from 25 January to 22 February.

CHEF'S RECOMMENDATIONS

Available at *Crystal Jade Palace Restaurant (Ngee Ann City)*, *Crystal Jade Golden Palace (Paragon)*, *Crystal Jade Dining IN (Vivocity)* and *Crystal Jade Prestige (Marina Bay Financial Centre, opening in January 2016)*



Clockwise from top: Sautéed quail meat with celery and snow pea, Stewed abalone & dried oyster with bamboo pith, Chilled asparagus, Steamed fish maw with shrimp paste, Combination of prawn cooked in two ways (XO sauce and Salt & pepper)

Besides the *Prosperity yu sheng with Mexican abalone and red pomegranate*, mark a lucky start to the year with a striking *Chilled asparagus 冰镇芦笋* (\$20); spears of steamed then chilled sweet asparagus artfully arranged like a prosperity plant. Other Chinese New Year special dishes include *The Trio Treasures 金典三拼 (卤鸭、乳猪、鹅肝)* - a meaty *Combination of braised duck, roasted suckling pig, foie gras* (\$16 per pax), delicate *Steamed fish maw with shrimp paste 虾胶酿鱼肚* (\$22) and *Sautéed quail meat with celery and snow pea 荷芹冬笋鹌鹑甫* (\$26).

A comprehensive range of elaborate set menus showcasing premium ingredients and produce are served at all four fine-dining restaurants. Vegetarian set menus are also available at Crystal Jade Dining IN.

CRYSTAL JADE KITCHEN



Clockwise from top: Fried glutinous rice topped with roast duck, Sautéed dace fish with snow pea and celery, Thai-style pork knuckle, Sautéed scallop & coral mussel with XO sauce, Baked Boston lobster with scallion in superior broth

Popular among many customers for its affordable dim sum, noodles and congee bowls, Crystal Jade Kitchen's culinary team has conjured several highlight Lunar New Year dishes; expertly- executed *Sautéed scallop and coral mussel with XO sauce* 翠绿愉耳炒带子 (\$28), comforting *Fried glutinous rice topped with roasted duck* 生炒糯米烧鸭 (\$36), as well as a hearty *Thai-style pork knuckle* 泰式炸元蹄 (\$28) and indulgent *Braised three-head abalone in superior oyster sauce* 蚝皇原只 (3头) 鲍鱼 (\$48 per pax). Four set menus for 4, 6, 8 and 10 persons at \$338, \$498, \$668 and \$838 are available at all Crystal Jade Kitchen outlets except at Causeway Point and Westgate where there is an additional set menu for 10 at \$1,188. At Zhongshan Park, a steamboat set is offered.

CRYSTAL JADE LA MIAN XIAO LONG BAO



Clockwise from top: Braised pork knuckle with black moss, Sauteed shrimp with sweet sour sauce, Steamed glutinous rice balls with bean paste, Steamed herbal xiao long bao, Eight Treasure glutinous rice, Steamed siew mai with shrimp & chive

Famous for its plump and juicy *xiao long bao* or soup dumplings, Crystal Jade La Mian Xiao Long Bao is introducing a special *Steamed pork dumplings* 鸿运水饺 (\$6.80 for six) with a sweet red date within; traditionally, a gold coin is wrapped within the dumpling and the person who bites into it is blessed with a prosperous year ahead. Other auspicious picks include *Braised pork knuckle with black moss* 发财元蹄

(\$36.80), *Eight Treasures glutinous rice* 糯米八宝饭 (\$10.80), *Steamed herbal xiao long bao* 药膳小笼包 (\$6 for 4 pieces) and many more. There are also four set menus for 4, 6, 8 and 10 persons ranging from \$238 to \$598.

Promotions for dine-in

- Set menu rebates (*25 January – 22 February)
 - 12% rebate with Jadeite members with DBS/POSB, Standard Chartered cards
 - 10% rebate for Jadeite members

**During this period, Jadeite members can only earn and not redeem rebates, except Chinese New Year's Eve and 14 Feb 2016, no earning and redeeming of rebates*

CRYSTAL JADE GIVES BACK

This upcoming Chinese New Year, Crystal Jade will be raising funds for Kheng Chiu Loke Tin Kee Home, a sheltered home that provides care and meals to the destitute, frail and fairly frail elderly, who may or may not have financial support from the community.

From 1 Feb to 22 Feb 2015, Crystal Jade will be donating \$10 for every order of any Chinese New Year set menu at select restaurants to this worthy cause and hopes to raise at least \$10,000 in total proceeds.

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

ABOUT CRYSTAL JADE GROUP

Founded in Singapore in 1991, Crystal Jade Culinary Concepts Holding is a well-known household name in Asia that is committed to preserving the rich traditions of Chinese cuisine through its specialty dining concepts ranging from fine dining restaurants and casual dining eateries to specialty bakeries.

Together, the group serves up a diverse menu of well-loved items such as *Lanzhou La Mian* and Shanghai favourites, such as *Xiao Long Bao*, Cantonese barbecue meats, noodles and congee, Hong Kong dim sum, as well as quality pastries and breads.

The award-winning group currently owns and operates over 120 outlets in 21 major cities with 22 diverse dining concepts across Asia Pacific and in the United States.

Note to editors:

- All prices are subject to 10% service charge and GST.
- High-res images of select CNY items and dishes are available upon request via email.

For more information or assistance, please contact:

Sixth Sense Communications & PR Consultancy

Loh Hsian Ming

T: 6423 0096 | M: 9435 9171

E: hsianming@sixthsense.com.sg

Rachel Xie

T : 6423 0096 | M : 9232 5508

E: rachel@sixthsense.com.sg

APPENDIX 1A: FESTIVE TAKEAWAY AVAILABILITY DETAILS

Festive Takeaways	Outlets
Reunion baby abalone yu sheng	<ul style="list-style-type: none"> • Crystal Jade La Mian Xiao Long Bao • Crystal Kitchen
Buddha Jumps Over The Wall	<ul style="list-style-type: none"> • Crystal Jade Restaurant (T2) • Crystal Jade Kitchen
Bountiful Abalone Treasure Pot	<ul style="list-style-type: none"> • Crystal Jade Restaurant (T2) • Crystal Jade Kitchen • Crystal Jade Jiangnan/La Mian Xiao Long Bao
Prosperity Traditional Cakes	All Crystal Jade outlets including Crystal Jade My Bread outlets, except Crystal Jade Premium, Crystal Jade Korean Ginseng Chicken & BBQ, C-Jade Deli Corner outlets.
Fortune Bo Lo Pineapple Tart	All Crystal Jade outlets except Crystal Jade Premium and C-Jade Deli Corner
Almond Puff Cookies	

APPENDIX 1B: PARTICIPATING OUTLETS LISTING

Concept	Outlets	Address	Tel
Fine Dining	Crystal Jade Palace Restaurant	Ngee Ann City #04-19	6735 2388
	Crystal Jade Golden Palace	Paragon #05-22	6734 6866
	Crystal Jade Prestige (Opening in January 2016)	Marina Bay Financial Centre (Ground Plaza) #02-01	9117 3916 (Reservation number)
	Crystal Jade Dining IN	VivoCity #01-112	6278 5626
	Crystal Jade Premium	ONE°15 Marina Club, Sentosa Cove	6305 6998
Casual Dining	Crystal Jade Restaurant	Changi Airport T2, Viewing Mall North #036-084	6214 1488
	Crystal Jade Kitchen	Tampines Mall #B1-11	6788 0633
		Great World City #03-30	6738 2911
		Holland Village, No.2 Lor Mambong	6469 0300
		Ngee Ann City #B2-38	6238 1411
		The Clementi Mall #03-54	6659 9215
		Causeway Point #05-10	6891 1779
		Westgate #04-42	6465 9822
		Suntec City #B1-112	6884 5172
		Plaza Singapura #02-32	6336 2833
		Zhongshan Mall #01-18	6339 0283
	Crystal Jade La Mian Xiao Long Bao	Ngee Ann City #04-27	6238 1661
		Jurong Point 2 #03-96	6790 2212
		Great World City #02-54	6738 5595
		Holland Avenue 241	6463 0968
		VivoCity #01-52	6221 1830
		Blk 470, Toa Payoh #01-70	6250 2301
		Bugis Junction #B1-04A	6339 6902
	Crystal Jade My Bread	Ngee Ann City #B2-38	6733 3323
Causeway Point #B1-K21		6893 8123	

Bakery		Holland Village, No.2 Lor Mambong	6762 5372
		Suntec City #B1-114	6835 7363
		Bedok Mall #B2-K6	6844 9622
	Crystal Jade My Bread (Franchise outlets)	The Clementi Mall #B1-K9	6570 8869
		Paya Lebar Square #01-30	6341 6143
		United Square #B1-38	6250 1228
		Heartland Mall Level 1	6280 6738
		The Central #B1-18	6238 5088

-END-