

NEWS RELEASE  
FOR IMMEDIATE RELEASE

## CONJURE MAGICAL MOMENTS THIS MID-AUTUMN WITH DISNEY'S MICKEY AND FRIENDS

Crystal Jade presents exclusive Disney musical carousel mooncake box

*Singapore, July 2018* – This Mid-Autumn festival, Crystal Jade is set to impress with its show-stopping 2018 mooncake selection.

Beautifully-presented in exquisitely-crafted gift boxes; including a stunning limited-edition Disney musical carousel mooncake box, Crystal Jade's snow skin mooncakes and baked renditions are handcrafted with premium ingredients and offer both inventive and classic flavour combinations

Advance orders can be placed online\* at [www.crystaljade.com](http://www.crystaljade.com) from 1 Aug to 18 September 2018. Crystal Jade Culinary Concepts' mooncakes will be available for sale at all outlets from 19 August to 24 September 2018.

\*Please note that collection of online orders is available at select outlets only.

### DISNEY'S MICKEY AND FRIENDS MUSICAL CAROUSEL COLLECTION



Riding high on the success and popularity of last year's Mickey and Minnie snow skin series, Crystal Jade is pleased to unveil a new Disney offering; *Mickey and Friends Musical Carousel Collection* (\$88 per box of 8). The young and the young at heart will be over the moon!

Designed based on specially-commissioned drawings by Disney's artists, the beautiful rose gold-gilded tin box; which is lit from within, is a musical carousel that features the beloved characters of Mickey, Minnie, Donald, Daisy and Goofy, on a merry-go-round ride to the joyful tune of 'Mickey Mouse March'.



Within the carousel is a tea-party-ready two-tier dessert tray, with eight petite gems in two delicious flavours. Definite crowd-pleasers, *Pandan Lotus with gula Melaka* 椰糖班兰莲蓉 (*coral pink*) is a harmonious blend of two quintessential South-east Asian ingredients, while *Chocolate Manuka honey* 巧克力麦卢卡蜂蜜 (*light brown*) marries the intense and rich flavour of premium Manuka honey with quality milk chocolate. The dessert tray is reusable as an elegant table centrepiece after the mooncakes have been consumed!

## CRYSTAL JADE TRADITIONAL BAKED SIGNATURES



Over the years, Crystal Jade's repertoire of traditional baked signatures has remained a firm favourite among many customers. The brand's rendition is based on a proprietary recipe that renders a thin golden-brown and moist pastry skin, and a generous filling crafted with low-sugar premium natural white lotus for a more wholesome treat.

This year, these traditional treats are showcased in a classy turquoise gift box with a gem stone-inspired design.

Undoubtedly the signature offering, *Mixed nuts and chicken ham* 翡翠伍仁 (\$68 for box of four) possesses a savoury nuance as the lotus paste is mixed with an abundance of nuts such as orange peel, sesame seeds and almonds, as well as chicken ham.

Besides the *Less sugar white lotus paste with single and double yolk* 低糖单黄/双黄白莲蓉 (\$62 and \$68 respectively), nutty melon seeds add bite and flavour to the smooth lotus paste in the *Less sugar white lotus paste with melon seed version* 低糖瓜子白莲蓉 (\$58 for box of four).

## PROMOTIONS

Exclusively for Jadeite members, DBS/POSB and Citibank Cardholders

### 1) Early Bird Offer: 20% off

- eStore: 1 August to 31 August 2018
- Outlets: 19 August to 31 August 2018

### 2) 10% discount

- eStore: 1 September to 18 September 2018
- Outlets: 1 September to 24 September 2018

For more information on outlet locations, please log on to [www.crystaljade.com](http://www.crystaljade.com).

TRADITIONAL BAKED	4 PCS/BOX
低糖瓜子白莲蓉 White Lotus Paste with Melon Seed (Low Sugar)	\$58
低糖单黄白莲蓉 White Lotus Paste with Single Yolk (Low Sugar)	\$62
低糖双黄白莲蓉 White Lotus Paste with Double Yolk (Low Sugar)	\$68
翡翠伍仁 Signature Mixed Nuts and Chicken Ham	\$68

MICKEY AND FRIENDS MUSICAL CAROUSEL COLLECTION	8PCS/BOX
迷你冰皮月饼 Assorted Mini Snow Skin Mooncakes: - <ul style="list-style-type: none"> <li>• 椰糖班兰莲蓉 Pandan Lotus Gula Melaka</li> <li>• 巧克力麦卢卡蜂蜜 Chocolate Manuka Honey</li> </ul>	\$88

## 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.

*Note to editors: High-res images of Crystal Jade Culinary Concepts' mooncake selection are available upon request via email.*

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