

CRYSTAL JADE

KITCHEN

翡翠小厨

NEWS RELEASE
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CRYSTAL JADE KITCHEN HOLLAND VILLAGE REOPENS AFTER REVAMP

Stalwart outlet unveils contemporary-chic interiors and new menu featuring innovative dim sum and dishes by Group Executive Chef Martin Foo

Singapore, October 2018 – A well-loved favourite haunt for many diners and regular customers, Crystal Jade Kitchen at Holland Village has just re-opened its doors after a two-month long renovation.

First opened in 1999, this long-standing two-storey outlet has been faithfully serving customers throughout the day for early morning breakfasts; this is the only outlet that opens at 8:30am daily, afternoon dim sum and sumptuous dinners. Spotting a brand new look that is modern, inviting and warm, Crystal Jade Kitchen at Holland Village beckons with its polished interiors and tempting new menu. The breezy and bright casual-dining restaurant is characterised by light wood elements, and artfully-decorated with contemporary light fixtures and wall art. Customers can still pop by the adjoining Crystal Jade My Bread outlet; which also presents a brighter and refreshed shop space.

Recently-appointed Group Executive Chef Martin Foo has lent his creative touch to the new menu at Crystal Jade Kitchen Holland Village. The extensive repertoire now spans traditional and novel Cantonese *dim sum*, noodles and congee, to expertly-executed wok-fried specialities and home-style dishes, while delectable perennial favourites remain. Crystal Jade Kitchen Holland Village aims to continue the tradition of nourishing the souls and tummies of customers through generations at value-for-money prices.

Over the next few months, this menu will also be introduced at all Crystal Jade Kitchen outlets island-wide. In the meantime, customers at these outlets can sample a compact selection of signature dishes from the new menu.

NEW HIGHLIGHTS

In line with its mission to preserving the rich traditions of Chinese cuisine while keeping abreast of the times, the menu showcases inventive creations alongside classic dishes.



From left: Steamed siew mai with truffle, Deep-fried chicken & dried shrimp carrot dumpling

Chef Foo has put his spin on select ubiquitous dim sum, and these delicious morsels include *Deep-fried chicken & dried shrimp carrot dumpling* 甘笋咸水角 (\$5.30/3pcs); an adorable carrot-shaped nugget enveloping a lightly-spiced minced chicken filling akin to that of traditional *Deep-fried yam puff with minced meat*, and *Steamed siew mai with truffle* 黑松露蒸烧卖 (\$7.50/4pcs) with a combination of minced pork, shiitake mushrooms, truffle paté and truffle oil. Customers can pair these tempting bites with a nourishing *Double-boiled cordyceps flower & peach resin in chicken soup* 虫草花桃胶炖土鸡 (\$10.80/portion).

Synonymous with a tantalising selection of roast meats, Crystal Jade Kitchen at Holland Village's new highlight is a glistening *Soya sauce chicken with osmanthus* 桂花头抽酱油鸡 (\$14.80/regular, \$20.80/half, \$35/whole, pictured right); the chicken is basted with a proprietary marinade and maltose syrup that is infused with dried osmanthus flowers, imparting a pleasing sweet and almost fruity note to the juicy bird. Alternatively, *Flambéed roasted duck* 火焰脆皮挂炉烧鸭 (\$18.80/regular, \$32.80/half, \$58/whole); flambéed at the table with a shot of vodka by the staff is another noteworthy choice.



From left: Homemade charcoal tofu with assorted mushroom, Steamed homemade tofu topped with assorted

Served in a traditional tofu press and mould, *Steamed homemade tofu topped with assorted seafood* 蒸布包木盒豆腐 (\$18.80) presents delicate homemade tofu; made with organic soy milk and eggs, and crowned with a luscious sauce brimming with pristine prawns, scallop, shiitake mushrooms and deep-fried garlic. *Homemade charcoal tofu with assorted mushroom* 野菌竹炭豆腐 (\$16.80) is a visually-arresting and inventive rendition of deep-fried charcoal beancurd served with a savoury and creamy soy milk-based sauce accentuated with a variety of mushrooms such as shiitake and *hon shimeiji*.



From left: Premium seafood congee with Japanese seaweed, Sweet and spicy minced meat noodle with prawn in HK style

The latest addition to the current range of velvety-smooth Cantonese style-congee is *Premium seafood congee with Japanese seaweed* 昆布海鲜粥 (\$13.80) permeated with the umami flavour of *kombu* (Japanese kelp), scallop, crab and prawn. Al dente strands of egg noodles are topped with a fragrant and piquant oil-based concoction comprising minced *char siew* and prawns in *Sweet and spicy minced meat noodle with prawn in HK style* 港式炸酱面 (\$9.80); Chef Foo's take on Crystal Jade Kitchen's popular Cantonese-style minced meat noodle.



From left: Fried brown rice with black bean dace fish & egg white, Sautéed French bean with Tai O shrimp paste and minced pork

Stir-fried specialities imbued with 'wok hei' or breath of the wok are also top picks here. Savour the familiar and comforting flavours of an expertly-executed *Fried brown rice with black bean dace fish & egg white* 豉鼓鲛鱼蛋白糙米饭 (\$15.80); unpolished red rice punctuated with the smoky and savoury notes of traditional black bean dace fish and complemented with spring onions, capsicum and egg whites, as well as *Sautéed French bean with Tai O shrimp paste and minced pork* 大奥虾酱肉松虾米炒四季豆 (\$13.80).



From left: Purple sweet potato & taro with coconut milk, gum tragacanth & sago, Deep-fried sesame ball with lava salted egg yolk

Customers can savour the best of both chilled and hot desserts at Crystal Jade Kitchen. *Purple sweet potato & taro with coconut milk, gum tragacanth & sago* 椰香紫薯西米雪燕露 (\$5.80) is akin to a smooth mousse reminiscent of traditional yam paste or 'orh nee', while *Deep-fried sesame ball with lava salted egg yolk* 麻香流沙煎堆 (\$6.80/3pcs) pairs the subtly-sweet mochi-like crisp exterior with a molten salted egg yolk filling.

OPENING PROMOTIONS

1. Jadeite Member enjoy 15% off total bill excluding beverages

Terms and Conditions:

- Promotion is valid from 29 Sep – 31 Oct 2018, daily
- Promotion is valid at Crystal Jade Kitchen, Holland Village outlet only
- Earning of JPoints is not allowed.
- For dine-in only and while stocks last.
- Prices stated are subject to service charge and prevailing government taxes.
- Not valid with other discounts, promotions, vouchers or loyalty programmes unless stated otherwise.
- The management reserves the right to change the terms and conditions without prior notice.

Note to editors:

- All prices are subject to 10% service charge and prevailing GST.
- High-res images of Crystal Jade Kitchen dishes and Holland Village outlet interiors are available upon request via email.

ABOUT CRYSTAL JADE GROUP

Founded in 1991, Crystal Jade is an awarded Chinese culinary group with MICHELIN one star for three consecutive years, since its inaugural edition, 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.

FACT SHEET – CRYSTAL JADE KITCHEN HOLLAND VILLAGE & MY BREAD

Opened	1999
Address	2 Lor Mambong, Holland Village, Singapore 277671
Telephone	6469 0300
Operating Hours	8:30am – 11pm, daily (restaurant), 9am – 930pm, daily (bakery)
Size	4327sq ft
Seating Capacity	106 (Level 1 – 24 (12 indoor & 12 outdoor); Level 2 – 82)
Payment	Cash / NETS / Mastercard / Visa / AMEX
Website	www.crystaljade.com/kitchen
Hashtag	#crystaljadesg

For more information or assistance, please contact:

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