

NEWS RELEASE
FOR IMMEDIATE RELEASE

A TRIBUTE TO PARENTS AT CRYSTAL JADE RESTAURANTS

Pamper moms and dads with exclusive dim sum, delectable dishes, special set menus and more!
*Available from 4 May to 24 June 2018**

Singapore, April 2018 – Mothers and fathers are in for a treat at Crystal Jade’s portfolio of restaurants in the months of May and June!

In celebration of Mother’s and Father’s Day which fall in these months, Crystal Jade presents a ‘**Tribute to Parents**’ promotion with a line-up of specially-created dishes and thoughtfully-curated set menus which will be available for an extended period from **4 May to 24 June**; so that the entire family can have the opportunity and reason to get together and dine out more than once!

**Promotion duration varies for different restaurants. Please refer to specific promotion for details.*

CRYSTAL JADE KITCHEN AND CRYSTAL JADE LA MIAN XIAO LONG BAO

Promotion period: 4 May – 24 June 2018

Expect both familiar and inventive specialties that will tantalise the tastebuds at Crystal Jade’s two casual dining brands.



Shrimp Paste Chicken ‘Bao-ger’ & Trio of congee (clockwise from top); Chinese Yam & wolfberry with dried scallop congee, Prawn ball with spinach congee and Pumpkin, spinach & lean meat congee

Synonymous with popular Hong Kong-style dishes, **Crystal Jade Kitchen** is serving up two moreish bites – *Shrimp Paste Chicken ‘Bao-ger’* 虾酱鸡扣包 (\$3.80 per piece, minimum 2 pieces) is a slider-inspired snack comprising deep-fried shrimp paste chicken, piquant pickled vegetables and salad leaves between a Chinese-style steamed bun, while the exclusive *Roasted honey barbecue pork collar* 烧烤猪颈肉 (\$16.80 per serving) is made with top-quality Iberico pork collar marinated in a proprietary ‘char siew’ sauce and roasted to perfection.

Besides a comforting *Braised fish maw soup* 鱼鳔羹 (\$8.80 per person); with the option of a crab meat topping 蟹肉鱼鳔羹 (\$10.80), and *Sautéed assorted mushroom with gluten and preserved vegetable* 雪菜豆根双菇 (\$14.80) which reminds one of home-cooked flavours, the restaurant is also offering a trinity of smooth and vibrant-hued Cantonese congee. *Prawn ball with spinach congee*, *Pumpkin, spinach & lean meat congee* and *Chinese & wolfberry with dried scallop congee* (\$8.80 - \$9.80) are brimming with pristine produce and fortified with the innate flavours of the individual ingredients.



At **Crystal Jade La Mian Xiao Long Bao**, customers can tuck into a nourishing *Steamed chicken with cordyceps flower and black fungus in Chinese wine* 虫草花黑木耳蒸鸡 (\$18.80, half & \$36.80, whole) – juicy chicken pieces imbued with the earthy notes of cordyceps flowers and black fungus, with a touch of sweetness imparted from wolfberries, and served in its own jus. An irresistibly-crisp *Deep-fried chicken coated with black bean and spice* served on a bed of crunch fried minced garlic and black beans 香辣风沙鸡 (\$16.80, half and \$32.80, whole), *Seafood with conpoy thick soup* 瑶柱海鲜羹 (\$14.80 per person) and *Fish maw thick soup with baby abalone & conpoy* 金鲍瑶柱鱼肚羹 (\$16.80 per person) are alternative picks.

Both **Crystal Jade Kitchen** and **Crystal Jade La Mian Xiao Long Bao** brands will also offer three different set menus designed for family dining. Each features a selection of seven delectable dishes which are served with fragrant steamed rice; prices start at \$58 for two, to \$308 for a table of 10.

Diners at **Crystal Jade Kitchen** can partake in perennial favourites such as *Double-boiled soup of the day* 每日靚汤, *Fortune 5 crispy chicken* 五福鸡, *Deep-fried marble goby with superior soya sauce* 油浸笋壳 and more. Tempting specialties the likes of *Steamed Shanghai Xiao Long Bao* 上海小笼包, *Mapo beancurd* 麻婆豆腐, *Sautéed egg white with conpoy and fish meat* 赛螃蟹 are available at **Crystal Jade La Mian Xiao Long Bao/Jiangnan**.

Complimentary longevity buns will be served with every order of the 'A Tribute to Parents' set menu. Diners can also opt to pay an additional \$10.80 (U.P. \$16.80) per person for *Double-boiled Bird's Nest in Coconut* 椰子炖燕窝 to complete their meal.

Jadeite Members Exclusive

- Sales of Voucher (\$45 for \$50 value | \$80 for \$100 value) for use on 'A Tribute to Parents' set menus from 11 April 2018 on <http://estore.crystaljade.com> or Crystal Jade SG mobile app
- Valid for use with order of 'A Tribute to Parents' set menu at Crystal Jade La Mian Xiao Long Bao/Jiangnan and Crystal Jade Kitchen
- Voucher Usage Period: 4 May – 24 Jun 2018

CRYSTAL JADE GOLDEN PALACE, CRYSTAL JADE PALACE AND CRYSTAL JADE DINING IN Promotion period: 4 May to 20 May 2018

At Crystal Jade's three fine dining restaurants, customers can pick from a selection of sets menus consisting exquisite creations; **Crystal Jade Golden Palace** – starting from \$128 per person (minimum of 2 pax) to \$1,388 for 10 persons, **Crystal Jade Palace** – starting from \$128 per person (minimum of 2 persons) to \$1,199 for 10 persons, as well as **Crystal Jade Dining IN** starting from \$188 for two persons.

In particular, One-Michelin **Crystal Jade Golden Palace's** \$168 per person set menu comprises Executive Chef Chan Wing Kwong's specialities such as *Combination of suckling pig roll and deep-fried lobster with French mustard sauce* 乳猪手卷伴法国芥末籽炸龙虾, *Lobster thick soup in coconut* 椰皇龙虾羹 and *Simmered giant groupa belly with peach resin in fish broth* 桃胶鱼汤浸龙趸鱼腩.

Toast to the occasion with a glass of one of three recommended Tempus Two wines from South Australia; *Varietal Sauvignon Blanc*, *Varietal Shiraz* and *Botryis Semillion*.



Pastel Tiffany custard buns, Crystal Jade Golden Palace set menu (\$168 per person), Roast pork collar in mirin sauce

All three restaurants will also be showcasing two new items for the promotion. Presented in pretty pastels and each adorned with a stroke of gold edible paint, ethereal-soft *Tiffany custard bun* 锦绣流沙包 (\$8 for 3 pieces) reveals a luscious lava custard and salted egg yolk filling. Buttery-fleshed premium Japanese Matsusaka *Roast pork collar with mirin sauce* 味醂松板肉 (\$18.80 per portion) is another noteworthy highlight.

Promotions and Jadeite Members Exclusive

- Jadeite Members who make payment with DBS/POSB or Citibank Credit or Debit cards enjoy 12% rebate with every order of a 'Tribute to Parents' set menu
- Jadeite members will receive complimentary Longevity mochi with any order of a 'Tribute to Parents' set menu

For more information on outlet locations, please log on to www.crystaljade.com or refer to Appendix 1 attached.

Note to editors:

- All prices are subject to service charge and GST.
- High-res images of select promotional dishes 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 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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APPENDIX 1: PARTICIPATING OUTLETS LISTING

Concept	Outlets	Address	Tel
Fine Dining	Crystal Jade Palace Restaurant	Takashimaya S.C. #04-19	6735 2388
	Crystal Jade Golden Palace	Paragon #05-22	6734 6866
	Crystal Jade Dining IN	VivoCity #01-112	6278 5626
Casual Dining	Crystal Jade Kitchen	Tampines Mall #B1-11	6788 0633
		Great World City #03-30	6738 2911
		Holland Village, No.2 Lor Mambong	6469 0300
		Takashimaya S.C. #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
		The Centrepoint #03-43	6734 9420
	Crystal Jade La Mian Xiao Long Bao	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
		Takashimaya S.C. #B2-36A	6733 3229

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