

NEWS RELEASE
FOR IMMEDIATE RELEASE

LIGHT UP MID-AUTUMN WITH CRYSTAL JADE

Four new mini snow skin flavours and low-sugar baked renditions are in store

Singapore, July 2016 – Add a sparkle to Mid-Autumn celebrations with Crystal Jade Culinary Concepts' luminous line-up of traditional baked and inventive mini snow skin mooncakes.

Adorned with a peony motif; the classic Chinese flora symbol, the beautifully-designed mooncake boxes in understated hues of red, gold and white evoke a sense of nostalgia and allude to a time for reunion under the moonlight.

Crystal Jade Culinary Concepts' mooncakes will be available from **15 August to 15 September 2016** at all outlets. Advance orders can be placed online at www.crystaljade.com from **15 July to 13 September 2016** or at outlets from **1 August to 15 September 2016**.

This year, Crystal Jade is also pleased to introduce **delivery services** for customers who make online purchases of a minimum of any 2 boxes of baked or snow skin mooncakes. The delivery fee is \$3 and \$5, per box of baked and snow skin mooncakes respectively, to one location.

PETIT SNOW SKIN DELIGHTS



Partake in four new mini snow skin mooncakes (\$28 for box of four and \$50 for box of eight); enveloped in a delicate thin skin with distinct fillings ranging from fruity to nutty flavours melded with premium white lotus paste conjured by Crystal Jade's team of chefs.

Cloaked in a pale emerald green snow skin, *Chlorella with melon seeds* 金翡翠瓜子 is brimming with the wholesome goodness of chlorella; a superfood rich in numerous nutrients, as well as the crunch of melon seeds.

Premium quality macadamia nuts are featured in *White lotus paste with macadamia nuts* 夏果白莲 (yellow) which combines roasted ground and finely-chopped macadamia mixed with white lotus paste.

A blushing beauty in pink, *Lychee with pine nuts* 松子荔枝 matches the aroma and refreshing profile of the tropical fruit with the subtle sweetness of pine nuts. *Blueberry with cashew nuts* 腰果蓝莓 (orange) presents a fine balance of tangy blueberries blended with sweet white lotus paste and accentuated with the richness of cashew nuts.

NOSTALGIC TRADITIONAL BAKED FAVOURITES

A popular pick among many loyal customers, Crystal Jade's repertoire of baked mooncakes are characterised by a thin golden-brown and moist pastry skin and a generous filling crafted with premium natural white lotus which is less sweet, making these mooncakes a more wholesome treat.

Undoubtedly the signature offering, *Mixed nuts and ham* 翡翠金华火腿 (\$33 and \$60 for box of two and four) is redolent of the fragrance of *jinhua* ham, which also adds a salty nuance to the lotus paste mixed with an abundance of nuts such as olive and sesame seeds, as well as almonds among others.



Besides the *Low sugar white lotus paste with single and double yolk* 低糖单黄/双黄白莲蓉 (\$30 and \$54 for box of two and four for single yolk and \$33 and \$60 for box of two and four for double yolk), crunchy macadamia nuts add bite and flavour to the smooth lotus paste in the *Low sugar white lotus paste with macadamia nuts* version 低糖坚果白莲蓉 (\$29/ \$52 for box of two and four).

PROMOTIONS

Online Purchase:

- 20% off for DBS, Standard Chartered Credit and Debit Cards, and Jadeite Members (15 Jul – 13 Sep)

Outlet Purchase:

- 20% off for DBS, Standard Chartered Credit and Debit Cards, and Jadeite Members (15 Aug – 15 Sep)

*Please note that collection of online orders is available at select outlets only from 17 August. For more information on outlet locations, please log on to www.crystaljade.com.

CRYSTAL JADE 2016 MOONCAKE PRICE LIST

TRADITIONAL BAKED	2PCS/BOX	4 PCS/BOX	8 PCS/BOX
White Lotus Paste with Macadamia Nuts (Low Sugar)	\$29	\$52	-
White Lotus Paste with Single Yolk(Low Sugar)	\$30	\$54	-
White Lotus Paste with Double Yolk (Low Sugar)	\$33	\$60	-
Mixed Nuts and Ham	\$33	\$60	-
SNOW SKIN (assorted)	-	\$28	\$50

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 barbecued meats, noodles and congee, Hong Kong dim sum, as well as quality pastries and breads.

The award-winning group currently owns and operates over 100 outlets in 20 major cities with diverse dining concepts across Asia Pacific and in the United States.

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

For more information or assistance, please contact:

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