

NEWS RELEASE
FOR IMMEDIATE RELEASE

'MAKE YOUR PARENT'S DAY' AT CRYSTAL JADE RESTAURANTS

Exclusive weekend high tea and brunch, promotional dishes, special set menus and lucky draw are in stored

Available from 28 April to 30 June 2017

Singapore, April 2017 – In celebration of Mother's and Father's Day in the months of May and June, Crystal Jade's stable of restaurants has lined up a series of food promotions to pamper all parents.

Convey heartfelt appreciation by indulging parents in a convivial and delectable meal with the entire family at Crystal Jade restaurants, where the teams of chefs at the various concepts have conjured select new dishes that will be available for a limited time only from **28 April to 30 June 2017***, as well as put together attractively-priced set menus that will appeal to the whole family.

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

CRYSTAL JADE PRESTIGE

- **Signature seven-course weekend brunch**

Available from 1 May to 25 June

Available during two different time slots; 10am to 12 noon (\$38.80[#]; U.P. \$48.80) and 12 noon to 2pm (\$48.80[#]; U.P. \$58.80), the *Signature Weekend Brunch* presents an individually-portioned brunch that customers may customise by selecting seven items from six different categories; appetisers (1), baked or fried dim sum (2), soups (1), wok-fried dishes (1), main (1) and desserts (1). The *Prestige Signature Dim Sum Platter* is also included in each brunch set.

[#]Promotional prices for seven-course weekend brunch are exclusively for Jadeite members and DBS/POSB cardmembers

- **'Make your parent's day' weekend High Tea**

Available between 6 to 14 May and 10 to 18 June, from 3pm to 5pm



Alternatively, a relaxing high tea awaits!

Affording a picturesque view of the Marina Bay area, Crystal Jade Prestige is the perfect idyllic spot to tuck into a sumptuous high tea experience priced at just \$18.80 (minimum of 2 pax).

Each diner partakes in a *Prestige Signature Dim Sum Platter* comprising four exquisite handcrafted bites including *Prawn & carrot dumpling with black truffle* 黑崧露三色虾饺, *Assorted mushroom dumpling* 金鱼蒸菌饺, *Osmanthus dumpling with prawn and celery* 桂花玉带饺 and *Water chestnut dumpling with olive and parsley* 马蹄香芹八宝袋 and thereafter, a choice of two deep-fried or baked items; such as Deep-fried spring roll with bamboo pith 鲜虾腐皮卷 and vegetable and Baked egg tart 酥皮鸡蛋塔, a noodle or porridge item, and lastly, the dessert of Chilled lemongrass jelly with sour plum in lime paired with a complimentary chilled mini Longevity mochi 酸酃野梅配迷你小寿桃.

- **Special dim sum item and complimentary petite Longevity mochi with any order of 'Make your parents' day' set menus**



Petite longevity mochi and Full bloom lotus paste and yam pastry

At Crystal Jade Prestige, diners can look forward to individual set menus from \$68 per person or \$888 for ten persons. For any order of 'Make your parents' day' set menus, a complimentary petite Longevity mochi; either *mango with green tea filling*, *pandan with red bean filling* or *vanilla with lotus paste filling* will be served to each diner.

Patrons can also sample a *Full bloom lotus paste and yam pastry* 莲蓉花芋酥 *pastry* (\$5.80 for 3 pieces, U.P. \$6.80). Pretty-in-pink, the delicate morsel is testament to the chefs' culinary prowess with its fine flaky pastry encasing a smooth lotus paste with pine nuts – each piece literally blooms into a flower when fried.

CRYSTAL JADE LA MIAN XIAO LONG BAO

New xiao long bao available from 28 Apr to 30 Jun and set menus between 28 Apr to 14 May and 3 Jun to 18 Jun only

During the promotion period, diners can savour a brand new *xiao long bao* creation in addition to the existing range available at all Crystal Jade La Mian Xiao Long Bao and Jiang Nan outlets.

Slightly larger than the usual *xiao long bao*, *Shanghai colourful xiao long bao* 鸡汤缤纷小笼包 (\$1.80 per piece, U.P \$2.20) is a plump and juicy minced pork dumpling steeped in a robust chicken broth.

Four set menus between 4 to 10 persons ranging from \$188 to \$398 have also been thoughtfully-crafted for diners seeking a fuss-frill, convenient and delicious celebratory meal.



CRYSTAL JADE KITCHEN

New dishes available from 28 Apr to 30 Jun and set menus between 28 Apr to 14 May and 3 Jun to 18 Jun only



A compact menu of eight nourishing and comforting dishes is the highlight at Crystal Jade Kitchen; also synonymous with serving simple and tasty Cantonese fare.

Inspired by the delicious and wholesome flavours of home-cooked dishes whipped up by parents at home, these items all boast familiar hearty flavours. Set menus start from \$288 for 4 persons.

Tuck into *Steamed fish maw with prawn paste* 百花酿鱼肚 (\$18.80, U.P \$23.80), *Sautéed prawn with luffa* 鸳鸯虾浸胜瓜 (\$18.80, U.P \$23.80), *Diced chicken and beancurd with salted fish* 咸鱼鸡粒豆腐煲 (\$11.80, U.P \$14.80), or the perennial favourite of *Scrambled egg with tomato* 番茄炒蛋 (\$11, U.P \$13.80); the embodiment of simplicity at its best.

CRYSTAL JADE GOLDEN PALACE, CRYSTAL JADE PALACE AND CRYSTAL JADE DINING IN

New dishes available from 28 Apr to 30 Jun and set menus between 28 Apr to 14 May and 3 Jun to 18 Jun only



At Crystal Jade's three fine dining restaurants, customers can look forward to a wide-range of delectable sets menus; Crystal Jade Golden Palace – starting from \$168 per person to \$988 for 10 persons, Crystal Jade Palace – starting from \$388 for 4 persons, as well as Dining IN starting from \$298 for four persons.

A specially-created dim sum of *Rose red bean paste bun* 玫瑰豆沙包 (\$4.80, U.P. \$5.80 for 3 pieces); blossoming rose-shaped *bao* enveloping smooth red bean filling is also available.

In addition, Crystal Jade Dining IN will also present four exclusive indulgent dishes; *Stewed lobster with custard sauce* 奶皇龙虾仔 (\$29.80 for half, U.P \$42 for half), *Steamed stuffed tofu with pumpkin sauce* 金汤百花酿豆腐 (\$19.80, U.P \$24), *Hokkaido King Scallop with black truffle sauce* 黑松露煎带子皇 (\$12.80, U.P \$16.80) and *Braised stuffed sea cucumber with shrimp roe* 虾子酿原条海参 (\$19.80, U.P \$28.80).



'MAKE YOUR PARENTS' DAY' LUCKY DRAW FOR JADEITE MEMBERS

Applicable between 27 Apr to 9 June

All Jadeite members dining at Crystal Jade restaurants* between 27 Apr and 9 June stand a chance to take part in a lucky draw to win four attractive prizes; two return air tickets to Hong Kong via Cathay Pacific (worth \$960), a 3D2N stay in a two-bedroom deluxe villa at Nongsa Village, Nongsa, Batam; inclusive of lifestyle activities (worth \$1,110), and set dinner for 4 at Crystal Jade Golden Palace worth \$600.

To enter, customers simply need to spend a minimum of \$88 in a single transaction. Please refer to <https://www.crystaljade.com/parentsday/> for more details.

*Not applicable at La Mian Xiao Long Bao outlet at Changi Airport Terminal 1

Special promotion for Jadeite members

Applicable for orders of 'Make your parents' day set menus only

- 12% rebate for Jadeite members making payment with Standard Chartered card
- 10% rebate for all Jadeite members

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 GST.*
- *High-res images of select promotional dishes are available upon request via email.*

ABOUT CRYSTAL JADE GROUP

Founded in 1991, Crystal Jade is a Singapore-based culinary brand with one-MICHELIN star. 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 100 outlets in over 25 major cities across Asia Pacific.

For more information or assistance, please contact:

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APPENDIX 1A: 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	Marina Bay Financial Centre (Ground Plaza) #02-01	6509 9493
	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
		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
		The Centrepoint #03-43	6734 9420
	Crystal Jade La Mian Xiao Long Bao	Jurong Point 2 #03-96	6790 2212
		Great World City #02-53	6738 5595
		Holland Avenue 241	6463 0968
		VivoCity #01-52	6221 1830
		Blk 470, Toa Payoh Lor 6 #01-70	6250 2301
		Bugis Junction #B1-04A	6339 6902
		T1 Departure/ Transit Lounge East #03-54	6512 3172 *Parents' Day set menus and promotion are not available here

Bakery	Crystal Jade My Bread	Ngee Ann City #B2-38	6733 3323
		Causeway Point #B1-K21	6893 8123
		Holland Village, No.2 Lor Mambong	6762 5372
		Suntec City #B1-114	6835 7363
	Crystal Jade My Bread (Franchise outlets)	Paya Lebar Square #01-30	6341 6143
Korean	Korean Ginseng Chicken & BBQ	#B2-36A, Ngee Ann City	6733 3229

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