

NEWS RELEASE
FOR IMMEDIATE RELEASE

USHER IN A COLOURFUL AND AUSPICIOUS NEW YEAR WITH CRYSTAL JADE

Chinese New Year goodies highlights include new floral-themed *yusheng* and Hong Kong-style *pen cai*

Singapore, November 2017 – Nourishing generations of diners over the years, Crystal Jade Culinary Concepts has curated an outstanding selection of befitting celebratory dishes; for dine-in and takeaway, as well as sumptuous set menus perfect for festive feasting, across its stellar portfolio of fine and casual dining restaurants.

Chinese New Year dining at Crystal Jade restaurants* will commence from **5 Feb to 2 March 2018** and reservations can be made through the respective restaurants. Takeaway orders for select items can be made online at www.crystaljade.com from **27 Dec 2017 to 27 Feb 2018**.

**Please refer to the full restaurant list for individual outlet details.*

NEW! GARDEN OF WEALTH YUSHENG 花开富贵捞生 \$138 for large | \$88 for small

Available at Crystal Jade Golden Palace and Dining IN for dine-in and takeaway. One day advance order is required, limited quantities available.



Presenting a garden of colours, this visually-arresting and refreshing rendition of *lo-hei* draws reference to spring; the season of renewal, when flowers begin to bloom.

Featuring ingredients ranging from essentials such as julienne carrot and turnip, and various pickled items, to the more unusual; lily pad-shaped nasturtium leaves, freeze-dried wolfberries, ice plant and wood sorrel red leaves, the *lo-hei* is also artfully-studded with pretty edible flowers which impart a pleasant grassy note to the entire combination. In addition to the conventional ‘pok chui’ crackers, home-made caramelised deep-fried lotus root slices which resemble gold coins add a delightful sweet crunch.

The accompanying dressing is an appetising sweet-tangy blend punctuated with a touch of fresh lemon juice for a zingy finish.

Priced at \$138 for large, \$88 for small, the Crystal Jade *Garden of wealth yusheng* will definitely make a tantalising and spectacular talking point at the dining table. Customers can opt for baby abalone instead of salmon sashimi slices.

NEW! HONG KONG 'WEI VILLAGE'-STYLE TREASURE POT 港式围村发财盆菜

\$338 for small | \$498 large

Available at Crystal Jade Palace for dine-in and takeaway. One day advance order is required, limited quantities available.

Inspired by a version popularised in the area of Yuen Long in New Territories, Hong Kong, this punchy rendition promises a taste of nostalgia.

A celebratory dish typically comprising the fresh produce and livestock grown and reared on the land, the delicacy is prepared by residents of 'wei villages' or 'walled villages'; communities surrounded by walls that were built to protect the inhabitants.

Brimming with 18 different items, this Hong Kong-style treasure pot is distinct in its spiced gravy; heady with the aroma of toasted fennel seeds.

Besides the ubiquitous eight-head abalone and sea cucumber in most conventional 'pen cai', the highlight components of this Hong Kong-style treat are simple pleasures; homemade dace fish balls, prawn balls in tomato sauce, braised Chinese yam, lotus root, fish maw and braised pork among others.



FESTIVE FEASTING

This year, usher in Chinese New Year at a Crystal Jade restaurant. Thoughtfully-crafted Chef's recommendations menu as well as a variety of dine-in set menus showcasing a lavish selection of exquisite plates are available from 5 February to 2 March 2018.

CHEF'S RECOMMENDATIONS AND FESTIVE SET MENUS AT CRYSTAL JADE KITCHEN



Popular among many customers for its affordable dim sum, noodles and congee bowls, Crystal Jade Kitchen's culinary team has conjured several highlight Lunar New Year dishes; *Herbal chicken wrapped in lotus leaf* 药材荷叶鸡 (\$32.80), *Sautéed king prawn in two ways; salt & pepper and pan-fried* 大虾皇两味(\$28.80), *Sautéed scallop and sea whelk with XO sauce* XO 酱带子螺片 (\$28), *Braised pork knuckle, dried oysters and black moss* 发财好市元蹄 (\$32), and *Fried glutinous rice topped with preserved meat* 生炒腊味糯米饭(\$18).

Set menus for four, six, eight and ten persons start from \$298 and are available at all Crystal Jade Kitchen outlets. Steamboat set menu options are also available at Zhongshan Mall; steamboat sets for 4 and 6 persons start from \$418 and \$588 respectively.

CHEF'S RECOMMENDATIONS AND FESTIVE SET MENUS AT CRYSTAL JADE LA MIAN XIAO LONG BAO / JIANGNAN

Famous for its plump and juicy *xiao long bao* and *la mian* selection, Crystal Jade La Mian Xiao Long Bao/Jiangnan is introducing a limited edition *Steamed Fortune dumpling* 发财幸运水饺 (\$6.80 for 6 pieces); a broth-filled nugget comprising a tasty combination of minced pork, black moss, mushrooms and diced carrots, as well as a pretty-in-pink *Pan-fried auspicious chilli crab bun* 鸿运辣椒蟹生煎包 (\$6.80 for 3 pieces) brimming with a juicy chilli crab meat filling.

Other auspicious options include 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 (\$18.80) and *Sautéed egg white with conpoy, shrimp and fish meat* 芙蓉三鲜 (\$16.80)



Set menus for four, six, eight and ten persons are priced from \$238 and available at all Crystal Jade La Mian Xiao Long Bao / Jiangnan outlets.

FESTIVE SET MENUS AT FINE DINING RESTAURANTS

Crystal Jade Palace Restaurant (Ngee Ann City), Crystal Jade Golden Palace (Paragon), Crystal Jade Dining IN (VivoCity)



A comprehensive range of elaborate set menus showcasing premium ingredients and produce are served at all three fine-dining restaurants.

Crystal Jade Palace

- Set menus starting at \$108 to \$198 per person (minimum 2 to dine) and \$488 to \$2988 for four to ten persons

Crystal Jade Golden Palace

- Set menus starting at \$108 to \$168 per person (minimum 2 to dine) and \$528 to \$4888 for four to ten persons

Crystal Jade Dining IN

- Set menus at \$108 (minimum 2 to dine) and start from \$328 to \$1988 for four to ten persons

Promotions for dine-in

- CNY set menu discount* (5 Feb – 2 March 2018)
10% discount for Jadeite members making payment with partnering bank cards
8% discount for Jadeite members or partnering bank cards

*Discount is not applicable on CNY eve 15 Feb. From 5 Feb – 2 Mar 2018, there will be no accumulation and redemption of Jadeite points.

FESTIVE TAKEAWAY DELIGHTS

*Please refer to Appendix 1A for full list of items.

From 27 Dec 2017 – 27 Feb 2018, takeaway orders can be made online at www.crystaljade.com and customers can also place their orders in person at all Crystal Jade restaurants and bakery outlets from late December. Collection of orders can be made from 29 Jan – 2 March at select Crystal Jade outlets.

Perfect for family gatherings or office parties during the festive period, Crystal Jade's Lunar New Year takeaway items range from *yusheng*, treasure pots and *Buddha jumps over the wall*, to sweet and savoury traditional cakes and cookies.



Abundance abalone treasure pot', Buddha jumps over the wall & Traditional yusheng with salmon

- **Abundance abalone treasure pot 福满鲍鱼海味盆菜 \$338 for small | \$508 for large**
Available at Crystal Jade Golden Palace (Paragon), Crystal Jade Dining IN (Vivocity) for dine-in and takeaway. One day advance order is required, limited quantities available.

This timeless *Abundance abalone treasure pot* never goes out of style. Boasting choice ingredients the likes of eight-head abalone, sea cucumber, dried oyster, conpoy, black moss, pig trotter and dried mushrooms braised among others braised in a full-bodied thick sauce, this hearty generous pot of wholesome goodness is a definite show-stopper on any reunion table and is best savoured in the company of family and friends.

- **Buddha jumps over the wall 佛跳墙, \$218 for 5 pax**
Available at Crystal Jade Kitchen for takeaway and dine-in

Definitely *the* highlight on any reunion dinner table, this veritable speciality is painstakingly-prepared; the flavourful stock is rendered by simmering premium ingredients such as whole 8-head abalone, sea cucumber and fresh ginseng over six hours until the broth is reduced to a luscious consistency.

- **Reunion baby abalone yusheng 贺岁团圆金鲍仔捞生 \$42.80 for small | \$68.80 for large**
Available at Crystal Jade La Mian Xiao Long Bao / Jiangnan and Crystal Jade Kitchen for takeaway and dine-in

Toss to an abundant year ahead with a classic *yusheng* provide with abalone slices; customers may opt for sliced sashimi at the same price.

- **Trio bundle set 三星报喜 \$298.80 for small | \$508.80 for large**
Available at Crystal Jade La Mian Xiao Long Bao / Jiangnan and Crystal Jade Kitchen for takeaway and dine-in

For convenience, customers can order the *Trio bundle set*, comprising a small or large treasure pot, *yusheng* and choice of 9-inch yam or carrot cake for easy and fuss-free festive feasting.

- **Sweet and savoury traditional cakes**
Available at all outlets for takeaway till (15 February 2018)



Eternal bliss sampling platter, Almond puff cookies, Gold leaf double fish glutinous rice cake and Fortune Bo Lo pineapple tarts

A nod to sweet beginnings and excellent for gift-giving, the elegant *Eternal bliss sampling platter* 五福临门 \$38.80 comprises five different homemade items including *Carrot cake, Yam cake, Water chestnut cake, Egg cake* and *Glutinous rice cake*.

Light and pillow-soft, the unassuming *Egg cake* 金银满屋鸡蛋糕 (\$13.80 for 7-inch cake) is a delightful Chinese-style sponge cake made with egg yolks; a great treat to serve to visiting guests or for personal enjoyment with a freshly-brewed cup of Chinese tea. The well-received *Carrot cake* 财源滚滚腊味萝卜糕 (\$29.80 for 9-inch cake) and *Yam cake* 步步高升腊味芋头糕 (\$29.80 for 9-inch cake) remain on the menu by popular demand. Smaller 7-inch versions are also available (\$21.80).

Besides the perennial favourite of traditional *Glutinous rice cake* 发财年糕 (\$27.80 for 9-inch cake), Crystal Jade's team of chefs has also conjured a *Gold bar glutinous rice cake* 金砖年糕 (\$22.80) and a pair of *Gold leaf double fish glutinous rice cake* 金箔双鱼年糕 (\$43.80); both of which symbolise a prosperous year ahead.

- **Chinese New Year Cookies**

Available at all outlets for takeaway till 2 March 2018

Present visiting relatives and friends with Crystal Jade's signature festive cookies; crispy-top *Fortune Bo Lo pineapple tarts* 旺上旺菠萝黄梨挞 (\$19.80) with a generous filling of well-balanced sweet and tart pineapple jam, and buttery *Almond puff cookies* 黄金杏仁酥 (\$12.80)

Promotions for takeaway items

a) Online Order period 27 Dec 2017 – 27 Feb 2018, collection from 29 Jan 2018 at select outlets

- 10% discount for Jadeite members making payment with partnering bank cards
- 8% discount for Jadeite members **or** partnering bank cards

b) Outlet Order promotion period 29 Jan – 2 March 2018.

- 10% discount for Jadeite members making payment with partnering bank cards
- 8% discount for Jadeite members **or** partnering bank cards

For more information on outlet locations, please log on to www.crystaljade.com.

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 120 outlets in over 27 major cities across Asia Pacific.

Note to editors:

- *All prices are subject to 10% service charge and GST.*
- *High-res images of select CNY items and dishes are available upon request via email.*

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APPENDIX 1A: FESTIVE TAKEAWAY AVAILABILITY DETAILS

Festive Takeaways	Outlets
Classic salmon yusheng \$46.80 (small); \$89.80 (large)	<ul style="list-style-type: none"> • Crystal Jade Palace • Crystal Jade Golden Palace • Crystal Jade Dining IN
Garden of wealth yusheng \$88 (small); \$138 (large)	<ul style="list-style-type: none"> • Crystal Jade Golden Palace • Crystal Jade Dining IN
Reunion baby abalone yusheng \$42.80 (small); \$68.80 (large)	<ul style="list-style-type: none"> • Crystal Jade La Mian Xiao Long Bao • Crystal Kitchen
Abundance Abalone Treasure Pot \$338 (small); \$508 (large)	<ul style="list-style-type: none"> • Crystal Jade Golden Palace • Crystal Jade Dining IN
Hong Kong Style Treasure Pot \$338 (small); \$498 (large)	<ul style="list-style-type: none"> • Crystal Jade Palace
Bountiful Abalone Treasure Pot \$248 (small); \$428 (large)	<ul style="list-style-type: none"> • Crystal Jade Kitchen • Crystal Jade Jiangnan/La Mian Xiao Long Bao
Buddha Jumps Over The Wall \$218 (small)	<ul style="list-style-type: none"> • Crystal Jade Kitchen
Prosperity Traditional Cakes \$13.80 - \$43.80	All Crystal Jade outlets except C-Jade Deli Corner & Crystal Jade La Mian Xiao Long Bao at T1 Departure Hall)
Fortune Bo Lo Pineapple Tart \$12.80 - \$19.80	All Crystal Jade outlets except C-Jade Deli Corner & Crystal Jade La Mian Xiao Long Bao at T1 Departure Hall)
Almond Puff Cookies \$6.80 - \$12.80	

APPENDIX 1B: 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 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 #02-54	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
		Ngee Ann City #B2-36A	6733 3229
		T1 Departure/ Transit Lounge East #03-54	6542 3158 *CNY set and takeaway items 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
		Clementi Mall #03-55A	65708869

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