

NEWS RELEASE
FOR IMMEDIATE RELEASE

CRYSTAL JADE LA MIAN XIAO LONG BAO UNVEILS NEW OUTLET AT TAKASHIMAYA SHOPPING CENTRE

Singapore, 1 December 2017 – **Crystal Jade La Mian Xiao Long Bao** is pleased to announce the opening of its latest outlet at Basement 2 of Takashimaya Shopping Centre; taking over the premises formerly occupied by Crystal Jade Korean Ginseng Chicken and BBQ.

To mark this occasion, the restaurant will be bringing back a limited-edition local-inspired *Hainanese Chicken Rice Xiao Long Bao*, available from 5 December 2017 to 31 January 2018. The popular casual all-day dining restaurant specialises in Northern Chinese specialities such as a wide array of bestselling *la mian* and *xiao long bao*, as well as traditional meat and seafood specialties from around the Jiangnan region.



DUMPLING DELICACY

Presenting a unique *xiao long bao* inspired by one of Singapore's most well-loved hawker dishes, Crystal Jade's *Hainanese Chicken Rice Xiao Long Bao* 海南鸡小笼包 (\$6.80 for 4pcs) is a tantalising nugget of moreish delight. Paired with ginger paste, this inventive rendition is a comforting parcel that unveils tender minced chicken thigh in a flavourful yet delicate stock.

NEW LOOK

Crystal Jade La Mian Xiao Long Bao at Takashimaya Shopping Centre spots a chic modern yet rustic look. Contemporary and traditional elements such as recycled wood stripes and intricate bamboo features blend seamlessly amid a setting marked by earthy tones, to create a polished yet comfort-casual space for customers to enjoy an inviting dining experience.

PROMOTIONS

1) \$1 Hainanese Chicken Rice Xiao Long Bao (U.P. \$6.80)

T&Cs:

- Valid with min. spend of \$45 on a la carte food items.
- Valid till 31 Jan 2018, Monday to Fridays, excluding eve and day of public holiday
- Limited to 1 redemption per table per bill, no splitting of bills allowed
- Valid for dine in and whilst stocks last
- Not valid with other promotion, discount, voucher or loyalty programmes unless otherwise stated

2) Jadeite's members week

- Members will earn 2 x points from 11 Dec – 15 Dec 2017 at Takashimaya Shopping Centre outlet

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:

- All prices are subject to 10% service charge and prevailing GST. Prices quoted are reflective of the menu at Crystal Jade La Mian Xiao Long Bao Ngee Ann City; these may vary slightly at different outlets.

FACT SHEET – CRYSTAL JADE LA MIAN XIAO LONG BAO Ngee ANN CITY

Opened	1 December 2017
Address	391 Orchard Rd, #B2-36A, Takashimaya Shopping Centre, S(238873)
Telephone	6733 3229
Operating Hours	11am – 10pm daily
Size	185.80sqm
Seating Capacity	82 pax
Payment	Cash / NETS / Mastercard / Visa / AMEX
Website	https://www.crystaljade.com/lamianxiaolongbao/
Hashtag	#crystaljadesg #crystaljadelmxb

For more information or assistance, please contact:

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