

MEDIA RELEASE
For Immediate Release

Usher in the Year of the Goat with Crystal Jade's Exquisite Line-up of Festive Delicacies



Singapore, December 2014 – Heralding the year of the goat, Crystal Jade presents goat ‘羊’ inspired specialties for this festive season which are bound to excite and tantalize taste buds. The exquisite line-up of festive takeaway delicacies also sees the return of traditional cakes, Yu Sheng, bountiful treasure pots as well as petite pastries from Crystal Jade My Bread. Festive dining at the multi concept restaurants of Crystal Jade promises to be a delightful affair, with an extensive variety of set menus catering to the various taste and needs of diners.

Festive Takeaway Delicacies

To help busy professionals and modern families welcome Year of the Goat, Crystal Jade restaurants and Crystal Jade My Bread, are offering a wide selection of quality and delectable delicacies available for dine-in and takeaway at conveniently located network of outlets.

- **Prosperity Abalone Treasure Pot 鲍鱼海味盆菜**

This signature Cantonese reunion speciality is a key highlight for many reunion dinners. Filled with over 19 luxurious ingredients including whole abalones, quality sea cucumbers, conpoy and more in a savoury broth, tuck into this elaborate pot of culinary excellence and explore every layer of indulgence. The bountiful **Prosperity Abalone Treasure Pot** (\$488 for 10 persons and \$288 for 6 persons) is available at all Crystal Jade's casual dining concepts*. For an even more premium version, diners may opt for the **Golden Abalone Treasure Pot**

(\$488.80 for 10 persons and \$298.80 for 6 persons), available at Crystal Jade Palace Restaurant, Crystal Jade Golden Palace, Crystal Jade Dining IN and Crystal Jade Premium.

- **Buddha Jumps Over The Wall** 佛跳墙

Another lavish festive dish which will complement any other dishes on the table and add on a touch of luxury, savour the **Buddha Jump Over The Wall** (\$398.80 for 10 persons, \$208.80 for 5 persons) a thick concoction prepared and slow boiled for over 6 hours to achieve a flavoursome soup with a fine selection of top notch ingredients such as whole abalone, shark's fin, sea cucumber, conpoy, fresh ginseng and more. Relish the soup's multi-depth of flavours to welcome a year of abundant prosperity and wealth.

- **Reunion Salmon Yu Sheng** 贺岁团圆鱼生

The quintessential appetiser for the festive season, **Reunion Salmon Yu Sheng** (\$69.80 for big serving, \$39.80 for small serving), a classic rendition which retains the essence of the localised festive salad, paired with crispy yam strips, fresh salmon and house-made plum sauce. Lo Hei with your loved ones and welcome in a year of happiness, good health and fortune.

- **BBQ Meat Combination** 六福拼盘

The perennial favourite **BBQ Meat Combination** (\$78.80 per set) comprises roast duck, soya sauce chicken, BBQ pork rib with honey sauce, marinated duck web & wing, pig's tongue and jellyfish, each item symbolising a blessing for the Lunar New Year.

- **Prosperity Traditional Cakes**

Debuting the delicate golden **Pumpkin Cake** (\$26.80 per set), loaded with generous chunks of nectarous pumpkin weaves to the festive themes of bliss and wealth. Crystal Jade's immensely popular traditional festive cakes return, offering the traditional sweet **Glutinous Rice Cake** (\$24.80 per set), **Water Chestnut Cake** (\$24.80 per set), savoury **Carrot Cake** (\$26.80 per set) and **Yam Cake** (\$26.80 per set). The **Eternal Bliss Sampling Platter** (\$39.80 per set), an

exquisite gift set comprising all 5 different festive cake treats, makes it an excellent gift idea for loved ones and business associates this festive season.

- **Festive Pastries from Crystal Jade My Bread**

Sweeten every reunion gathering with our four festive pastries – all-time favourite bite size **Fortune Bo Lo Pineapple Tart** (available in four packaging priced from \$18.80 to \$34.80), highly addictive **Almond Puff Cookies**, (available in three packaging priced from \$11.80 to \$22.80), refreshing **Chrysanthemum & Wolfberry Ingot Konnyaku Jelly** (\$8.80 for 6 pieces) and the lustrous **Auspicious Mandarin Orange Cake** (\$28.80), a delightful fondant sponge cake that is shaped alike mandarin orange enveloped with citrusy orange cream.

All Crystal Jade festive takeaway delicacies will be available for order and collection at our restaurants and bakery outlets*. Customers can also place their orders through our festive sales hotline at 6512 0833 which will be open from 29th December to 5th March, Monday to Friday from 9am to 6pm.

**Refer to Appendix 1A for festive takeaways' details.*

Festive Dining with Crystal Jade

On the dining front, a diverse variety of Chinese New Year set menus, with varying cuisine styles and flavours at the different concepts are available for dine-in from 6th February till 5th March 2015. Customers may make reservations for their festive dining directly from their preferred Crystal Jade restaurants.

Thematic Specialities at Crystal Jade Palace Restaurant

Drawing inspiration from the Chinese zodiac-Goat, the stellar team of chef presents a gastronomic spread of specialities, with a touch of splendour for ala-carte order.

- The thematic **Golden Happiness Fruit Yu Sheng** (\$128++ serves up to 10 persons), is a refreshing twist to the traditional Yu Sheng, comprising colourful medley of fresh fruits, such as star fruit (Yang Tao 杨桃), rock melon, pomelo and mango etc. accompanied with deep-fried crisp yam strips, crunchy peanut, sesame and succulent jellyfish. Toss to a year of abundant happiness and wealth with the house-made special sauce, a zesty citrusy blend of lemon juice, plum sauce and ginseng (Yang Shen 洋参) strips.

- No Cantonese meal is complete without a bowl of nourishing soup. The supreme **Double-boiled Chicken & Sea Whelk Soup with Morchella & Star Fruit** (\$28++ per person), double-boiled to perfection, sets out to be a crowd pleaser with its soothing and piquancy effect on the palate.
- The wholesome **Home-Style Herbal Tonic Mutton Soup** (\$48++ per serving) is an elaborate culinary masterpiece culminating from hours of slow boiling and preparation. The resultant is a robust flavourful soup with multi-depth of flavours, excellent for combating chills of the cold weather as well as its radiating warming effect for the stomach.
- The hearty **Sautéed Lamb Cubes with Sliced Garlic** (\$40++ per serving) promises to be a feast for the senses. The star this dish is the speciality-dainty Australian lamb cubes which are wok fried with precision alongside colourful medley of capsicum, crunchy asparagus and deep-fried sliced garlic.
- Tuck into the **Fusion Roast Lamb Shank** (\$38++ per piece), a speciality where culinary elements of east and west marries. The lamb shank marinade is a unique composition of herbs and seasoning consisting thymes, prevalently used in western cuisine alongside scallion, Chinese celery and ginger. Roasted for 45 minutes to a shimmering charred effect, glorious cuts of fork tender meat are complemented with peppermint sauce.
- End the meal on a sweet note with chilled **Double-boiled Snow Pear & Orange with Ginseng & Honey** (\$6.50++ per person), an invigorating luscious cool treat , packed with essence of snow pear, orange, ginseng strips and rock sugar, a soothing nourishing dessert filled with sheer goodness.

Alternatively, choose from 11 luxurious festive set menus from \$298++ for 4 persons to \$4,988++ for 10 persons to impress your business associates or family. Detailed set menus are available upon request.

#04- 19 Ngee Ann City, 391 Orchard Road

Crystal Jade Golden Palace at Paragon

Toss to good health with Golden Palace's **Hearty Five Treasures Yu Sheng** (\$128.80+ for big serving and \$78.80+ for small serving). Heaped with an array of energy giving nuts and seeds, together with specially concocted dressing harmoniously blended with Pistachio Oil, gives the salad a heady aroma.

Pick from 9 luxurious festive set menus starting from \$97++ per person (min 4 persons) to \$2,788++ for a table of ten. Relish divine Cantonese and Teochew flavours with the *Harmony Set* at \$1,698++ for 10 persons that comes with Prosperity Yu Sheng, *Whole B.B.Q Suckling Pig*, *Double-boiled Superior Shark's Fin with Chicken*, *Baked Live Prawns with Dried Halibut Fish in Superior Broth*, *Braised Whole Abalones with Dried Oysters & Black Moss*, *Steamed Live Marble Goby in Teochew Style*, *Fried Glutinous Rice with Preserved Meat*. End the indulgent affair with the perennial Teochew favourite- *Sweetened Mashed Taro with Ginkgo* alongside *Assorted Petit Fours*. Detailed set menus are available upon request.

#05-22 Paragon, 290 Orchard Road | Tel: 6734 6866

Crystal Jade Dining IN at Vivo City

Savour scrumptious festive flavours while revel in the magnificent sweeping waterfront views of Sentosa. Feast from 10 uniquely curated set menus from \$298++ for 4 persons to \$1,988++ for 10 persons. Vegetarian options are also available with 2 set menus to choose from at \$50 per person. The *Prosperity Set* (\$988++ for 8 persons) comprise the customary *Prosperity Salmon Yu Sheng*, *B.B.Q Combination with Suckling Pig (3 Varieties)*, *Braised Dried Oysters with Conpoy*, *Black Moss & Seasonal Vegetables*, *Steamed Sea Perch Fillet with Cordyceps Flower & Fungus*, *Baked Boston Lobster with Superior Broth (Half piece per person)*, *Fried Glutinous Rice with Preserved Meat* and the refreshing zesty *Chilled Mango Cream with Sago & Pomelo*. Detailed set menus are available upon request.

#01-112 VivoCity, 1 Harbourfront Walk | Tel: 6278 5626

Crystal Jade Pristine at Scotts Square

Pick and delight from 4 festive set menus starting from \$368++ for 4 persons to \$1,988++ for 10 persons, featuring signature pristine creations and festive dishes. The *Fortune Set* (\$368++ for 4 persons) starts off with the *Prosperity Salmon Yu Sheng*,

followed by the hearty *Double-boiled Superior Shark's Fin Soup with Chicken, Braised Abalones (10 Head) with Mushrooms & Black Moss, Baked Cod Fish with Peppermint Sauce*, a fusion of east meets west, *Braised Ee-fu Noodle with Lingzhi Mushrooms, Assorted Petite Fours* . End the meal with the *Double-boiled Snow Pear with Chuan Bei & Almond*, an invigorating and nourishing sweet treat. Detailed set menus are available upon request.

#03-06 Scotts Square, 6 Scotts Road | Tel: 6636 1836

Crystal Jade Kitchen

Meticulously designed for a wider audience in mind, choose from up to four affordable festive set menus ranging from \$298.80++ for 4 persons to \$788.80++ for 10 persons. The *Longevity Set* (\$478.80++ for 6 persons) promises a sumptuous affair with *Prosperity Salmon Yu Sheng, BBQ Meat Combination (3 Varieties), Braised Shark's Fin with Seafood & Bamboo Pith, Braised Abalones (10 Head) with Mushrooms & Black Moss, Sautéed Prawns & Chicken with Celery, Steamed or Deep-fried Marble Goby, Fried Glutinous Rice with Preserved Meat and Glutinous Rice Balls with Red Bean Paste & Lotus Seed*. Detailed set menus are available upon request.

Refer to Appendix 1B for outlets' location.

Crystal Jade La Mian Xiao Long Bao

Diners may opt to savour delectable festive specialities with influences from the increasingly popular Shanghainese cuisine. Select from 5 set menus ranging from \$168.80++ for 4 persons to \$438.80++ for 8 persons. Tantalise palates with the *Harmony Set* (\$288.80++ for 6 persons), toss to a year of heightening prospects with the *Prosperity Salmon Yu Sheng*, followed by the Shanghainese style *Double-boiled Chicken Soup with Wonton & Cabbage in Claypot, Deep-fried Spinach Beancurd with Assorted Mushrooms, Simmered Seasonal Vegetables with Chinese Ham in Superior Soup, Steamed Sliced Fish with Sliced Chilli, Fried Rice with Seafood in X.O sauce, Pork Dumpling with Hot Chilli Sauce and Glutinous Rice Ball in Red Bean Paste*. Detailed set menus are available upon request.

Refer to Appendix 1B for outlets' location.

Promotions and Discounts

DBS/POSB debit, credit card holders and Standard Chartered card holders enjoy exclusive offers at Crystal Jade this festive season.

- **Festive Takeaway**

Enjoy early bird discount of 15%, valid till 5th February 2015, for orders of casual dining's **Prosperity Abalone Treasure Pot** and **Reunion Salmon Yu Sheng**. A 10% discount is applicable for orders of both specialities from 6th February till 5th March 2015.

- **Crystal Jade My Bread**

Customers get to enjoy 15% discount on festive goodies with a minimum spend of \$30.

- **Dine-in Set Menus**

Diners will receive \$20 Crystal Jade return visit cash vouchers with every \$100 spent on Chinese New Year set menu at casual dining outlets. Whereas, \$30 Crystal Jade return visit cash vouchers for every \$200 spent on Chinese New Year set menu will be gifted at fine dining outlets.

ABOUT CRYSTAL JADE CULINARY CONCEPTS HOLDING

Founded in Singapore 1991, Crystal Jade Culinary Concepts Holding has become a household name in Asia with an extensive presence with over 120 outlets in 21 major cities in Asia Pacific and the United States. In 2014, L Capital Asia, the private equity arm of LVMH Moët Hennessey Louis Vuitton known for acquisitions made on highly potential brands, officiated a 90% stake buy in Crystal Jade.

Crystal Jade has over 4,500 staff across the region and Crystal Jade serves more than 2 million diners every month. For more information, visit www.crystaljade.com

For hi-res visuals and media enquiries, please contact:

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Appendix 1A: Festive Takeaway Availability Details

S/N	Festive Takeaways	Outlets
1	Prosperity Abalone Treasure Pot	<ul style="list-style-type: none"> • Crystal Jade Restaurant • Crystal Jade Dining Place • Crystal Jade Jiang Nan • Crystal Jade Pristine • Crystal Jade Steamboat Restaurant • Crystal Jade Steamboat Kitchen • Crystal Kitchen • Crystal Jade La Mian Xiao Long Bao
2	Buddha Jumps Over The Wall	<ul style="list-style-type: none"> • Crystal Jade Restaurant • Crystal Jade Dining Place • Crystal Jade Jiang Nan • Crystal Jade Pristine • Crystal Jade Steamboat Restaurant • Crystal Jade Steamboat Kitchen • Crystal Kitchen
5	Reunion Salmon Yu Sheng	<ul style="list-style-type: none"> • Crystal Jade Restaurant • Crystal Jade Dining Place • Crystal Jade Jiang Nan • Crystal Jade Pristine • Crystal Jade Steamboat Restaurant • Crystal Jade Steamboat Kitchen • Crystal Kitchen • Crystal Jade La Mian Xiao Long Bao
6	BBQ Meat Combination (6 Varieties)	<ul style="list-style-type: none"> • Crystal Jade Restaurant • Crystal Jade Dining Place • Crystal Jade Jiang Nan • Crystal Jade Pristine • Crystal Jade Steamboat Restaurant • Crystal Jade Steamboat Kitchen • Crystal Kitchen
7	Prosperity Traditional Cakes	All Crystal Jade outlets including Crystal Jade My Bread outlets, except Crystal Jade Korean Ginseng Chicken & BBQ, Crystal Jade La Mian Xiao Long Bao @ Holland Village & Ngee Ann City and C-Jade Deli Corner outlets.
8	Fortune Bo Lo Pineapple Tart	<ul style="list-style-type: none"> • Crystal Jade Restaurant • Crystal Jade Dining Place • Crystal Jade Jiang Nan • Crystal Jade Pristine • Crystal Jade Steamboat Restaurant • Crystal Jade Steamboat Kitchen • Crystal Kitchen • Crystal Jade La Mian Xiao Long Bao • Crystal Jade My Bread
9	Almond Puff Cookies	
10	Auspicious Mandarin Cake	All Crystal Jade My Bread outlets
11	Chrysanthemum & Wolfberry Ingot Konnyaku Jelly	

Appendix 1B: Participating Outlets Listing

Concept	Outlet	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	Vivo City #01-112	6278 5626
	Crystal Jade Premium	ONE°15 Marina Club, Sentosa Cove	6305 6998
Casual Dining	Crystal Jade Restaurant	Changi Airport T2, Viewing Mall North #036-084	6214 1488
	Crystal Jade Dining Place	Westgate #04-42	6465 9822
	Crystal Jade Steamboat Restaurant	Zhong Shan Mall #01-18	6339 0283
	Crystal Jade Jiang Nan	Vivo City #01-52	6221 1830
	Crystal Jade Pristine	Scotts Square #03-06	6636 1836
	Crystal Jade Steamboat Kitchen	Plaza Singapura #02-32	6336 2833
	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
		Suntec City #B1-112	6884 5172
	Crystal Jade La Mian Xiao Long Bao	Ngee Ann City #04-27	6238 1661
		Jurong Point 2 #03-96	6790 2212
		Great World City #02-54	6738 5595
		Holland Avenue 241	6463 0968
Bugis Junction #B1-04A		6339 6902	

Bakery	Crystal Jade My Bread	IMM Bldg #01-83	6896 0377
		Ngee Ann City #B2-38	6733 3323
		Causeway Point #B1-K21	6893 8123
		Holland Village, No.2 Lor Mambong	6762 5372
		Tiong Bahru Plaza #B1-28	6273 8819
		Rivervale Plaza #01-K16	6388 0936
		Suntec City #B1-114	6835 7363
		Bedok Mall #B2-K6	6844 9622
	Crystal Jade My Bread (Franchise Outlets)	Compass Point #01-04	6881 1882
		Yew Tee Point #B1-50	6634 5179
		United Square #B1-38	6250 1228
		Heartland Mall Level 1	6280 6738
		The Central #B1-18	6238 5088
		Century Square #B1-18	6783 0942
		The Clementi Mall #B1-K9	6570 8869
Paya Lebar Square #01-30		6341 6143	