

NEWS RELEASE
FOR IMMEDIATE RELEASE

NEW TANTALISING DUMPLING COMBINATIONS AT CRYSTAL JADE

A selection of four dumplings will be on sale between 29 April and 7 June

Singapore, April 2019 – This Dragon Boat Festival, Crystal Jade will be retailing a selection of four tempting Cantonese rice dumplings. Laboriously hand-wrapped and brimming with choice ingredients, these fragrant parcels plump with quality glutinous rice make exceptional picks for enjoying with family or as befitting gifts.

Customers can place their orders on the e-store (<http://estore.crystaljade.com>) from **29 April to 28 May**, while outlet sales commences from **6 May to 7 June**. The e-store will also offer exclusive prices on select flavours, available in bundles of three and five dumplings.

During the promotion period, Jadeite members who make their purchase with a UOB or Citibank credit card enjoy a 12% discount, while Jadeite members, UOB and Citibank cardmembers are entitled to a 10% discount on all rice dumplings. There is also an additional 3% e-store discount with the promotion code <CJRDF3>.

NEW! Black Bean Roast Pork Belly Rice Dumpling 荫豉黑叉烧粽 | \$8.80



Besides quintessential Cantonese dumpling ingredients such as sweet chestnuts and mung beans, bite-sized pieces of Crystal Jade's signature juicy roast pork belly accentuated with an umami-packed black bean sauce specially-sourced from Taiwan are nestled in this robust-flavoured rice dumpling that is a comfort to indulge in.

NEW! Mushroom & Chestnut with Black Glutinous Rice Vegetarian Dumpling 鸳鸯米田园素粽 | \$6.80

This dark beauty; courtesy of black glutinous rice, is a meatless but no less tasty bundle packed with dried and fresh shiitake mushrooms; selected for flavour and texture, as well as chestnuts. The mushrooms are first sautéed, then added to the black glutinous rice before wrapping, infusing it with a lovely earthy aroma.





From left: Traditional Hong Kong-style Premium Jinhua Ham with Conpoy Rice Dumpling & Classic Five-Spice Marinated Pork Rice Dumpling

Traditional Hong Kong-style Premium Jinhua Ham with Conpoy Rice Dumpling 港式金华火腿干贝裹蒸粽 | \$17.80

Presented in a rectangular parcel shape, this Hong Kong-style dumpling is enveloped by an inner layer of reed leaves which is then wrapped with a large lotus leaf. Studded with a generous number of ingredients, this upsized deluxe dumpling is brimming with an intense and savoury Jinhua ham, top quality conpoy from Hokkaido, roast pork and roast duck among others.

Classic Five-Spice Marinated Pork Rice Dumpling 五香咸肉粽 | \$7.80

Moist and savoury, this perennial favourite bears the unmistakable aroma of five-spice powder. It includes the essentials of a classic dumpling – fragrant glutinous rice, juicy pork chunks, sweet chestnuts, salted egg yolk and mung beans.

E-STORE EXCLUSIVE BUNDLE SET

1) Bundle of 3 Rice Dumplings: \$21.80 (U.P \$23.40)

- 1x Classic Five Spice Marinated Pork Rice Dumpling 五香咸肉粽
- 1 x Black Bean Roast Pork Rice Dumpling 荫豉黑叉烧粽
- 1 x Mushroom & Chestnut with Black Glutinous Rice Vegetarian Dumpling 鸳鸯米田园素粽

2) Bundle of 5 Rice Dumplings: \$35.80 (U.P \$39)

- 1 x Classic Five Spice Marinated Pork Rice Dumpling 五香咸肉粽
- 2 x Black Bean Roast Pork Rice Dumpling 荫豉黑叉烧粽
- 2 x Mushroom & Chestnut with Black Glutinous Rice Vegetarian Dumpling 鸳鸯米田园素粽
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For more information on outlet locations, please log on to www.crystaljade.com.

ABOUT CRYSTAL JADE GROUP

Founded in 1991, Crystal Jade is an awarded Chinese culinary group with MICHELIN one star for three consecutive years, since its inaugural edition, and multiple MICHELIN Bib Gourmand awards (Hong Kong & Shanghai). 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 across 30 major cities in Asia Pacific.

For more information or assistance, please contact:

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