



CRYSTAL JADE

NEWS RELEASE
FOR IMMEDIATE RELEASE

CELEBRATING THE CLASSICS THIS MID-AUTUMN

Crystal Jade presents range of premium and wholesome baked classic mooncakes



Singapore, July 2019 – This Mid-Autumn festival, Crystal Jade Group has curated a thoughtful selection of traditional baked mooncakes that will impress with its wholesome, simple and unassuming flavours.

Taking a ‘back to basics’ approach with an emphasis on taste and quality, Crystal Jade’s range of mooncakes is meticulously-handcrafted with premium ingredients and less sugar.

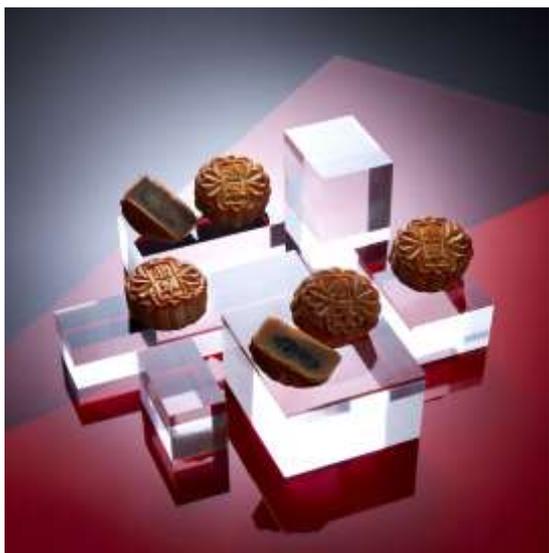
With a design inspired by traditional food carriers used in the imperial palace, each exquisite two-tier gift box is resplendent in an elegant teal and adorned with a ginkgo tree motif; symbolic of hope, peace and longevity.

A firm favourite among many customers, Crystal Jade’s repertoire of traditional baked signatures is made from the brand’s proprietary recipe and synonymous with its signature thin, golden-brown and moist pastry skin, and a generous filling crafted with a premium low-sugar natural white lotus paste.

Advance orders can be placed online* at www.crystaljade.com from 22 July to 11 August 2019. Crystal Jade Group’ mooncakes will be available for sale at all outlets from 1 August to 13 September 2019

**Please note that collection of online orders is available at select outlets only.*

NEW! MINI TRADITIONAL BAKED MOONCAKES WITH LESS SUGAR



Eight mini treasures 迷你八宝烘皮月饼 (\$68) showcases two new baked renditions that contain less sugar but are brimming with flavour.

Oolong Pu'er possesses a fine balance of the robustness of pu'er black tea and the delicate and alluring fragrance of oolong, while *Black sesame & lotus* is redolent of the toasty and nutty notes and aroma of the dark seed.

PERENNIAL FAVOURITES



Happiness Four & Classic assorted nuts and chicken ham

Besides *White lotus paste with single and double yolk* 单黄白莲蓉 / 双黄白莲蓉 (\$62 and \$68 respectively), crunchy melon seeds lend bite and flavour to the smooth lotus paste in the *White lotus paste with melon seed* version 低糖瓜子白莲蓉 (\$58 for box of four).

One of Crystal Jade's most well-loved mooncakes, *Classic assorted nuts and chicken ham* 翡翠伍仁 (\$62 for box of four) is coveted for its savoury nuance as the lotus paste is mixed with an abundance of nuts and seeds such as walnut, sesame seeds and almonds, as well as smoky chicken ham.

For the best of all worlds, the *Happiness Four* 翡翠四喜 (\$68 for 4 pieces); comprising one of each flavour, is a choice pick.

PROMOTIONS

Exclusively for Jadeite members, Citibank and UOB Cardmembers

1) **Early Bird Offer:** 22 July to 11 August 2019

- 20% for Jadeite members
- 15% + 5% for Citibank and UOB cardmembers
- 15% for public

2) **After Early Bird:** 12 Aug – 13 September 2019

- 15% for Jadeite members
- 10% + 5% for Citibank and UOB cardmembers
- 10% for public

3) Additional 10% discount for purchase on estore

- From 22 July to 9 September with promotion code CJMC10

Terms & Conditions

- Early bird discount is valid from 22 July – 11 Aug 2019.
- Regular discount after early bird period is valid from 12 Aug – 13 Sep 2019.
- Prices indicated are before prevailing government taxes and discount.
- Additional discount of 10% is only applicable with promocode made on Crystal Jade eStore.
- Payment must be made with a valid Citibank or UOB Debit/Credit Card to enjoy promotion privileges.
- Discount is not applicable at Crystal Jade La Mian Xiao Long Bao Changi Airport Terminal 1 outlet.
- Collection of mooncakes at participating outlets for online purchase from 7 Aug – 13 Sep 2019.
- Not valid with any other promotions, vouchers and/or loyalty programme.
- While stocks last.
- Earning and redemption of cashback is not allowed for purchase of mooncakes.
- The management reserves the right to change the terms and conditions of promotion without prior notice.

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

Note to editors: High-res images of Crystal Jade Culinary Concepts' mooncake selection are available upon request via email.

MINI TRADITIONAL BAKED – Less Sugar	8PCS/BOX
迷你八宝烘皮月饼 Eight Mini Treasures (4 pieces each of Oolong Pu'er and Black sesame & lotus)	\$68
TRADITIONAL BAKED – Less Sugar	4 PCS/BOX
低糖瓜子白莲蓉 White Lotus Paste with Melon Seed	\$58
低糖单黄白莲蓉 White Lotus Paste with Single Yolk	\$62
低糖双黄白莲蓉 White Lotus Paste with Double Yolk	\$68
翡翠伍仁 Classic Assorted Nuts and Premium Jinghua Ham	\$62
翡翠四喜 Happiness Four (1 piece of each traditional baked flavor)	\$68

**Note: Prices indicated are before prevailing government taxes.*

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 quick-service outlets and bakeries.

To date, the award-winning group owns and operates over 100 outlets across 30 major cities in Asia Pacific.

For more information or assistance, please contact:

Sixth Sense Communications & PR Consultancy

Loh Hsian Ming

T: 6423 0096 | M: 9435 9171

E: hsianming@sixthsense.com.sg

Crystal Jade Culinary Concepts Holding

Irene Goh, Senior Marketing Manager

T: 6512 0825 | M: 9670 9337

E: irene.goh@crystajade.com

-END-