



CRYSTAL JADE

NEWS RELEASE
FOR IMMEDIATE RELEASE

BOUNTIFUL BUNDLES AT CRYSTAL JADE

Two new inventive rice dumplings; including a vegetarian option, and two signature flavours will be available between 1 May and 25 June 2020

Singapore, April 2020 – This Dragon Boat Festival, Crystal Jade will be unveiling a quartet of tempting rice dumplings – from classics to the novel. Laboriously hand-wrapped and brimming with choice ingredients, these plump and fragrant parcels make exceptional picks for enjoying with family, as befitting gifts, or a tasty meal on its own.

Customers can place their orders online (<http://estore.crystaljade.com>) from **27 April to 22 June 2020**, while outlet sales commences from **1 May to 25 June 2020**.

During the early bird promotion period from 27 April to 5 June, Jadeite, UOB or Citibank-cardmembers enjoy a 15% discount. Thereafter, between 6 June and 25 June, these cardmembers are entitled to a 10% discount on all rice dumplings. There is also an additional 5% e-store discount with the promotion code <CJRD5OFF>.

NEW! Eight Treasure Quinoa Rice Dumpling 八宝藜麦素粽 (vegetarian) | \$6.80



Studded with purple quinoa, this speckled beauty comprises a balanced meat-free combination of sweet and savoury ingredients such as 'chai poh' or preserved salted radish, Japanese Nameko mushrooms, black-eyed beans dried shiitake mushrooms, red beans and chestnut among others – all of which impart its unique flavour and add body to this vegetarian option that is also wholesome and hearty.



NEW! Spicy Dried Shrimp “Hei Bi Hiam” Rice Dumpling 香辣虾米酱粽 | \$8.80

This unassuming parcel reveals a full-bodied filling of diced chicken tossed in a generous amount of feisty homemade 'hei bi hiam', or spicy dried shrimp paste, that is made with Indonesian dried red shrimp and Hokkaido *conpoy* besides other choice ingredients.



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 | \$18.80

Presented in a rectangular parcel shape, this Hong Kong-style dumpling is enveloped by an inner layer of reed leaves, then wrapped again with a large lotus leaf. With over nine ingredients, this upsized deluxe dumpling is robust in flavour thanks to the addition of savoury Jinhua ham, top quality Hokkaido *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)

- 1 x 五香咸肉粽 Classic Five-Spice Marinated Pork Rice Dumpling
- 1 x 八宝藜麦素粽 Eight Treasure Quinoa Rice Dumpling (vegetarian)
- 1 x 香辣虾米酱粽 Spicy Dried Shrimp “Hei Bi Hiam” Rice Dumpling

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

- 1 x 五香咸肉粽 Classic Five-Spice Marinated Pork Rice Dumpling
- 2 x 八宝藜麦素粽 Eight Treasure Quinoa Rice Dumpling (vegetarian)
- 2 x 香辣虾米酱粽 Spicy Dried Shrimp “Hei Bi Hiam” Rice Dumpling
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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 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:

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