



CRYSTAL JADE

NEWS RELEASE
FOR IMMEDIATE RELEASE

A MID-AUTUMN TO REMEMBER

Celebrate this extraordinary Mid-Autumn with popular snow skin favourites and classic baked mooncakes



Singapore, August 2020 – This Mid-Autumn festival, Crystal Jade Group hopes to bring some cheer and comfort through its pleasing range of mooncakes comprising perennial favourite snow skin and signature baked renditions with an emphasis on taste and quality.

Hand-crafted with premium ingredients and less sugar, the mooncakes are packaged in three different gift boxes that are eco-friendly and recyclable – including the exquisite two-tier gift box – resplendent in teal, and which doubles up as a storage container for a variety of items.

Advance orders can be placed online* at estore.crystaljade.com from 22 July 2020. Crystal Jade Group' mooncakes will also be available for sale at all outlets from 11 August to 1 October 2020.

**Please note that collection of online orders is available at select outlets only from 11 August to 1 October 2020.*

Assorted Petite Snow Skin Mooncake 缤纷迷你冰皮月饼 | \$72.80 for 8 pieces



A varied selection featuring four different snow skin flavours, this combination will appeal to young and old.

Besides the firm favourites of *Sea Salt Caramel* and a boozy *Lychee Martini*, more traditional local inspirations include *Taro* – with a soft and fluffy centre and *Coconut* – the mooncake reveals a chocolate truffle shell with a grated coconut filling.

From top (clockwise): Sea Salt Caramel, Lychee Martini, Taro, Coconut

Traditional Baked Mooncakes – available in boxes of 2 or 4 pieces, from \$40.70 - \$72.80

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.

This year, the brand goes 'back to basics' with two signature offerings – *Traditional Baked White Lotus Paste with Single Yolk* and *Traditional Baked White Lotus Paste with Double Yolk*.



From left: Exquisite Two-tier gift box & Classy Turquoise gift box

Customers can choose from three different mooncake packaging – Minimalist box, Classy Turquoise gift box and Exquisite Two-tier gift box, which can hold either two or four pieces of baked mooncakes, or eight pieces of mini snow skin mooncakes.

PROMOTIONS

Exclusively for Jadeite members, Citibank and UOB Cardmembers

1) **Early Bird Offer:** 22 July to 6 September 2020

- 25% for purchases made in-store Jadeite members

2) **Regular Promo:** 7 September to 1 October 2020 (7 – 27 September for E-store)

- 20% for purchases made in-store Jadeite members

3) Additional 10% for purchases via estore with promo code <CJMID10>

Terms & Conditions

- **For online orders:** 3 days advance order is required; E-Store Promotion is valid till 27 Sep 2020 or while stocks last.
- **Collection of mooncakes:** From 11 August – 1 October 2020
- Delivery option available at \$12 per location. Additional charges applicable for delivery to Sentosa, Jurong island or Tuas.
- Outlet Promotion is valid till 1 Oct 2020 or while stocks last.
- Mooncakes are available for purchase at all participating Crystal Jade outlets.
- Earning of cashback and redemption of JPoints are not allowed for all festive items, including Mooncakes.
- Not valid with other discounts, promotions, vouchers, loyalty programmes unless stated otherwise.
- Food pictures are for illustration purpose only, presentation and serving portions may vary.
- The management reserves the right to amend the terms and conditions of the promotions 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 mooncake selection are available upon request via email.

2020 Mid-Autumn Series	Price before GST	Price with GST
Minimalist Box (eco-friendly, recyclable)		
两全其美 (单黄 + 双黄) Best of Both World (Traditional Baked Single Yolk & Double Yolk)	\$38 / 2 pieces	\$40.70 / 2 pieces
Classy Turquoise Gift Box		
传统烘皮单黄白莲蓉 Traditional Baked White Lotus Paste with Single Yolk	\$56 / 4 pieces	\$59.90 / 4 pieces
传统烘皮双黄白莲蓉 Traditional Baked White Lotus Paste with Double Yolk	\$62 / 4 pieces	\$66.30 / 4 pieces
Exquisite Two-tier Gift Box		
传统烘皮单黄白莲蓉 Traditional Baked White Lotus Paste with Single Yolk	\$62 / 4 pieces	\$66.30 / 4 pieces
传统烘皮双黄白莲蓉 Traditional Baked White Lotus Paste with Double Yolk	\$68 / 4 pieces	\$72.80 / 4 pieces
缤纷迷你冰皮月饼 Assorted Petite Snow Skin Mooncake (Sea Salt Caramel - Lychee Martini - Coconut - Taro)	\$68 / 8 pieces	\$72.80 / 8 pieces

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.

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:

Sixth Sense PR

Loh Hsian Ming

T: 6423 0096 | M: 9435 9171

E: hsianming@sixthsense.com.sg

Crystal Jade Culinary Concepts Holding

Irene Goh, Senior Marcom Manager

T: 6512 0825 | M: 9670 9337

E: irene.goh@crystaljade.com

Charis Tan, Marcom Manager

T: 6512 0806 | M: 9424 1903

E: charis.tan@crystaljade.com

-END-