



CRYSTAL JADE

NEWS RELEASE
FOR IMMEDIATE RELEASE

GET READY TO *WOK IT UP* WITH CRYSTAL JADE'S NEW MEAL KITS

Whip up tasty restaurant standards at home in minutes!



Singapore, September 2020 – Hot on the heels of the launch of its *Ready-to-Eat and Frozen* retail products, Crystal Jade Group is pleased to introduce a range of convenient **Ready-To-Cook meal kits** – piping hot restaurant standards can be savoured in mere minutes!

Ideal for those who enjoy cooking but may have little time to prepare a meal from scratch at the end of a busy workday, or budding home cooks looking to hone their culinary skills, these **Ready-To-Cook meal kits** are thoughtfully developed by Group Executive Chef Martin Foo and his team who have endeavoured to create fool-proof recipes that are a cinch to prepare and tasty as well.

Each kit comprises detailed step-by-step instructions and clearly-labelled ingredients that have been cleaned and prepped – no chopping, cutting or measuring is required! Customers can also scan the QR code on the instruction card provided to view the video demo online.

Fire up the fry pan or pot and whip up delicious dishes the likes of *Sautéed Premium Beef with Black Pepper Sauce*, *Mapo Tofu*, *Sautéed French Beans with Minced Meat and Preserved Olives* as well as *Sautéed Cabbage with Vermicelli and Dried Shrimp* among others.

The **Ready-To-Cook meal kits** are available on estore.crystaljade.com* with a delivery charge of \$10 per location. Customers can also opt to collect their order at Crystal Jade Palace (Takashimaya Shopping Centre).



From left: Sautéed premium beef with black pepper sauce, Sautéed French beans with minced meat and preserved olives, La mian with scallion oil and Mapo tofu.

1) Sautéed Premium Beef with Black Pepper Sauce 黑椒双葱炒牛肉 (\$13.80, good for 1-2 person, prep time: approx. 10 mins)

This slightly fiery stir-fry comprises thinly-sliced beef short rib complemented by aromatics such as onions, shallots, garlic and a smoky black pepper sauce.

2) General Tso's Chicken 左宗棠鸡 (\$10.80, good for 2-3 person, approx. prep time: 10 mins)

A sweet and sour dish featuring pan-fried chicken thigh pieces, this pairs excellently with steamed white rice.

3) Mapo Tofu 麻婆豆腐 (\$9.80, good for 2-3 person, approx. prep time 10 mins)

A well-loved classic, Crystal Jade's rendition consists of minced pork, garlic, shallots, mushrooms and spring onions cloaked in a tongue-tingling sauce.

4) Sautéed French Beans with Minced Meat and Preserved Olives 橄榄肉松蒜干煸四季豆 (\$8.80, good for 2-3 person, approx. prep time: 10 mins)

One of the most ordered dishes at Crystal Jade's restaurants, this delectable stir-fry is accentuated with the umami notes of chopped preserved olive leaves and Chef's Special Sauce.

5) La Mian with Scallion Oil 葱油拉面 (\$10.80, good for 2 person, approx. prep time: 10 mins)

A bestseller at Crystal Jade La Mian Xiao Long Bao, these strands of noodles boasts a winning combination of homemade scallion oil, dried shrimp powder and wisps of deep-fried scallion.

From 28 September 2020, seasonal meal kits will be launched every fortnight to that customers can try their hand out at new dishes!

28 September week

- 6) Shredded Pork with Century Egg Congee 皮蛋瘦肉粥 (\$8.80, good for 1 person, approx. prep time: 10 mins)**

Enjoy Crystal Jade Hong Kong Kitchen's silky-smooth congee piping hot off the stove.

- 7) Sautéed Cabbage with Vermicelli and Dried Shrimp 虾米粉丝炒包菜 (\$8.80, good for 2-3 person, approx. prep time: 10 mins)**

A Sichuan specialty, this satisfying stir-fry is reminiscent of a lighter and more wholesome 'mala xiang guo' with shredded cabbage, *tang hoon*, chopped garlic, dried and fresh chillies in Chef's Special Sauce.

12 October week

- 8) Braised Beancurd with Diced Chicken & Salted Fish 咸鱼鸡粒豆腐 (\$9.80, good for 2-3 person, approx. prep time: 10 mins)**

Great to ladle over steamed white rice, this rustic homestyle dish is brimming with the briny aged flavours of diced salted fish, soft tofu, diced chicken and mushrooms.

- 9) Sweet & Sour Pork 糖醋咕噜肉 (\$10.80, good for 1-2 person, approx. prep time: 15 mins)**

No introductions needed – this perennial favourite can now be cooked at home in a pinch! Simply air-fry or deep-fry the pork and toss them in well-balanced sweet and sour sauce with green and red peppers, pineapple and onion.

26 October week

- 10) Sautéed Eggplant with Minced Pork 肉菘渔香茄子 (\$9.80, good for 1-2 person, approx. prep time: 6 mins)**

This deeply-satisfying dish presents eggplant batons braised with minced pork, garlic, mushrooms and red chillies in Chef's Special Sauce.

- 11) Fresh Sliced Fish Congee 鲜鱼片粥 (\$11.80, good for 1 person, approx. prep time: 10 mins)**

Fresh sliced garoupa fish with ginger in Crystal Jade's silky Cantonese-style congee is a firm favourite among many customers.

9 November week

- 12) Kung Po Prawn 宫保虾仁 (\$13.80, good for 2-3 person, approx. prep time: 6 mins)**

Plump and pristine prawns take centre stage in this stir-fry with dried and fresh cut chillies, onion, cashew nuts and spring onions.

13) Claypot Rice with Chicken, Mushroom & Preserved Chinese Sausage 'Lap Cheong' 腊肠冬菇滑鸡煲饭 (\$11.80, good for 2-3 person, approx. prep time: 45mins to 1 hr)

This fuss-free rice cooker rendition of traditional claypot rice is prepped with the quintessential accompaniments like marinated chicken thigh, mushrooms and quality 'lap cheong'.

LAUNCH PROMOTION

- For a limited period only, Jadeite members enjoy 15% off all Wok it Up Meal Kits.

Note to editors: High-res images of select Crystal Jade retail products are available upon request via email.

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.

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