



# CRYSTAL JADE

NEWS RELEASE  
FOR IMMEDIATE RELEASE

## GET TOGETHER THIS MID-AUTUMN OVER EXQUISITE HONG KONG-INSPIRED MOONCAKES

Savour a taste of nostalgia with 2021 collection



*Singapore, July 2021* – This Mid-Autumn festival, Crystal Jade Group hopes to rekindle conversations and bring family, loved ones and friends together over its nostalgic and scrumptious range of Hong Kong-inspired snow skin and classic baked mooncakes that will impress with quality ingredients and honest-to-goodness comforting flavours.

This year, the mooncakes are packaged in understated and elegant boxes with a lush velvet cover in either a deep burgundy red or regal jade green hue – a cut-out in the shape of a Chinese pavilion window set against a lattice design beckons one to look through the frame to admire the delicate mooncakes within.

Advance orders\* can be placed online at [estore.crystaljade.com](https://estore.crystaljade.com) and at outlets from **26 July 2021**. Customers can also walk in to any outlet to purchase the mooncakes from **16 August to 21 September 2021** or opt for mooncake delivery at \$12 per location.

*\*Please note that collection of orders is available at select outlets only from 16 August to 21 September 2021.*

**NEW! NOSTALGIC FLAVOURS OF HONG KONG & MACAU PETITE SNOW SKIN MOONCAES**  
港澳风味冰皮月饼 | \$42 for 4 (1 of each flavour, \$68 for 8 pieces (2 of each flavour)



This tempting quartet pays homage to the familiar and unassuming flavours of popular foods from Hong Kong and Macau – there is definitely one, or more, to suit the palates of young and old!

Inspired by its popular namesake snack and souvenir, *Macau Peanut Candy* 澳门花生糖 (blue) features a fragrant and crunchy fine peanut brittle that melts in the mouth, while *Classic Hong Kong Milk Tea* 丝袜奶茶 (green) is the well-loved *cha chaan teng* (Hong Kong coffee house) beverage encapsulated in a pastel green nugget – the smooth interior is characterised by a dark strong tea with floral notes and a pleasant bitter finish.

Harking back to yesteryear is *Traditional Hong Kong style Red Dates with Macadamia nut* 古早红枣夏果糕 (pink) with a not-too-sweet and smooth red date paste studded with Macadamia nuts for bite and nutty aroma. A riff on the old-school pastry of buttery and flaky-crust cream horns, *Creamy Salted Egg Yolk Custard* 醇香咸蛋奶黄 (purple) is refreshing with its chilled milky and egg filling tempered with a touch of salted egg yolk.

**Traditional Less Sugar Baked Mooncakes 传统烘皮低糖月饼**



From left: Double Yolk with White Lotus Paste, Dried Longan & Wolfberries Single Yolk with White Lotus Paste

A new addition this year is *Red Dates paste with Dried Longan & Wolfberries* 红枣桂圆杞子月饼 (\$56 for 4pcs) – reminiscent of the fortifying and soothing Chinese dessert broth but presented in Crystal Jade's signature thin, golden-brown and moist pastry skin.

Two signature offerings – *Single Yolk with White Lotus Paste* 单黄白莲蓉月饼 (\$60 for 4pcs) and *Double Yolk with White Lotus Paste* 双黄白莲蓉月饼 (\$68 for 4pcs) are also available.

### Mix & Match Bundle 月饼组合

For the best of two worlds, these Mix & Match pairings are irresistible deals!

#### a) Baked Duo Combination 烘皮双拼月饼 | \$38

A pair comprising one *Red Dates Paste with Dried Longan & Wolfberries* and one *Single Yolk with White Lotus Paste*

#### b) Baked Quad Combination 烘皮月饼四重奏 | \$60

Four in a box with two each of *Red Dates Paste with Dried Longan & Wolfberries* and one each of *Single Yolk with White Lotus Paste* and *Double Yolk with White Lotus Paste*

#### c) Best of Both World 两全其美 | \$70

One box of *Baked Duo Combination* and one box of four *Petite Snow Skin Mooncakes*

### PROMOTIONS

Exclusively for Jadeite members, Citibank and UOB Cardmembers

#### 1) Early Bird Offer: 26 July to 23 August 2021

- 20% for purchases made in-store & via estore

#### 2) Regular Promo: 24 August to 21 September 2021 (till 16 September for E-store)

- 10% for purchases made in-store & via estore

#### 3) Additional 8% off for purchases via estore with promo code <CJMID8>

### Terms & Conditions

- **For online orders:** 3 days advance order is required; E-Store Promotion is valid till 16 Sep 2021 or while stocks last.
- **Collection & delivery of mooncakes:** From 16 Aug – 21 Sep 2021
- Delivery option available at \$12 per location. Additional charges applicable for delivery to Sentosa, Jurong island or Tuas.
- Outlet Promotion is valid till 21 Sep 2021 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](http://www.crystaljade.com).

#### Note to editors:

- All prices are subject to GST
- High-res images of Crystal Jade mooncake selection 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 100 outlets across 30 major cities in Asia Pacific.

For more information or assistance, please contact:

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