



CRYSTAL JADE

NEWS RELEASE
FOR IMMEDIATE RELEASE

A REUNION OF ASIAN-INSPIRED NEW FLAVOURS AND CLASSICS

Crystal Jade's 2022 mooncake collection will be available in-store from 3 August 2022



Singapore, July 2022 – Just as the Mid-Autumn festival brings people together to bond and encourages fostering closer ties, Crystal Jade Group's 2022 Mooncake collection is also a much-anticipated gathering of scrumptious and well-loved creations by the stalwart F&B group's stellar team of chefs.

Comprising handcrafted snow skin and classic baked mooncakes, this year's winning selection promises to impress with great flavours and quality ingredients.



This year, these handmade gems are packaged within regal jade green or deep orange boxes set with a gold ring against a lush floral motif featuring oriental lilies – making these excellent gift options for friends and family alike.

Advance orders* can be placed online at estore.crystaljade.com and at outlets from **11 July 2022**. Customers can also walk into any outlet to purchase the mooncakes from **3 August to 10 September 2022** or opt for delivery at \$20 per location.

**Please note that collection of orders is available at select outlets only from 3 August to 10 September 2022.*

NEW! ASSORTED FRUITY BLOSSOM PETITE SNOW SKIN MOONCAKES

缤纷花果迷你冰皮月饼 | \$42 for 4 (1 of each flavour), \$68 for 8 pieces (2 of each flavour)



Each pretty-in-pastel mooncake boasts a smooth and delicate snow skin brimming with distinct flavours – from familiar to novel pairings.

Honey Chrysanthemum with Orange Peel 蜂蜜胎菊橙皮 (orange) reveals a sweet chrysanthemum note that is brightened with the zesty fragrance of finely-chopped fresh orange peel. *Roselle with Blueberry* 洛神蓝莓 (pink) is a marriage of these two slightly tart fruits into one well-balanced combo that is pleasantly-tangy and not too sweet.

Hitting closer to home is *Pandan Coconut* 香兰椰丝 (green) featuring the well-loved duo of fragrant pandan with grated coconut, as well as *Fragrant Taro with Gingko* 香芋白果 (purple) – a nod to the traditional Teochew dessert reinterpreted in a delightful mouthful.

TRADITIONAL LESS SUGAR BAKED MOONCAKES 传统烘皮低糖月饼

A new addition this year is *Yuzu with Macadamia Nut* 柚子夏果 (\$58 for 4pcs) – white lotus paste with a hint of yuzu peel is studded with chopped macadamia and enveloped in Crystal Jade’s signature thin, golden-brown and moist baked pastry.

Two signature offerings – *Single Yolk with White Lotus Paste* 单黄白莲蓉月饼 (\$62 for 4pcs) and *Double Yolk with White Lotus Paste* 双黄白莲蓉月饼 (\$70 for 4pcs) are also available in a choice of various assorted boxes.



From top (clockwise): Yuzu with Macadamia, **Single** Yolk with White Lotus Paste and **Double** Yolk with Lotus Paste

PROMOTIONS

Exclusively for Jadeite members, Citibank and UOB Cardmembers

1) **Early Bird Offer:** 11 July to 15 August 2022

- 18% for purchases made in-store & via estore

2) **Regular Promo:** 16 August to 10 September 2022

- 12% for purchases made in-store & via estore

3) **E-Store Exclusive:** Additional 5% off with promo code <22MC5>

4) **In-Store Exclusive:** Additional 5% off for any 1 x Baked & 1 x Petite Snowskin mooncakes

5) Purchase a premium tea gift set comprising *Superior Longjing* and *Da Hong Pao* tea leaves at \$58 with any order of mooncake

Terms & Conditions

- **For online orders:** 3 days advance order is required; E-Store Promotion is valid till 6 Sep 2022 or while stocks last.
- **Collection & delivery of mooncakes:** From 3 Aug – 10 Sep 2022
- Delivery option available at \$20 per location. Additional charges applicable for delivery to Sentosa, Jurong island or Tuas.
- Outlet Promotion is valid till 10 Sep 2022 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:

- *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.

CRYSTAL JADE MOONCAKE COLLECTION 2022

BAKED SERIES 烘皮月饼			
S/N		Selling Price (w/o GST)	Remarks
1	Single Yolk with Lotus Paste 单黄莲蓉	\$62.00	4 pcs / box
2	Double Yolk with Lotus Paste 双黄莲蓉	\$70.00	4 pcs / box
3	Yuzu with Macadamia Nut 柚子夏果	\$58.00	4 pcs / box
4	Baked Quad Combination 烘皮月饼四重奏	\$68.00	4 pcs / box 2 x Yuzu with Macadamia Nut 柚子夏果 1 x Single 单黄 1 x Double 双黄
5	Festive Baked Duo Combination 佳节添福礼盒	\$38.00	2 pcs / box 1 x Yuzu with Macadamia Nut 柚子夏果 1 x Single 单黄
6	Celebratory Baked Duo Combination 佳节添福礼盒	\$43.00	2 pcs / box 1 x Single 单黄 1 x Double 双黄
PETITE SNOWSKIN 迷你冰皮月饼			
S/N	English	Selling Price (w/o GST)	Remarks
1	Assorted Fruity Blossom Petite Snowskin Mooncake 缤纷花果迷你冰皮月饼	\$42.00	4 pcs / box (1 of each flavour) Honey Chrysanthemum with Orange Peel 蜂蜜胎菊橘皮 Pandan Coconut 香兰椰丝 Roselle with Blueberry 洛神蓝莓 Fragrant Taro with Gingko 香芋白果
2		\$68.00	8 pcs / box (2 of each flavour) Honey Chrysanthemum with Orange Peel 蜂蜜胎菊橘皮 Pandan Coconut 香兰椰丝 Roselle with Blueberry 洛神蓝莓 Fragrant Taro with Gingko 香芋白果

For more information or assistance, please contact:

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