



CRYSTAL JADE

NEWS RELEASE
FOR IMMEDIATE RELEASE

PARTAKE IN A STELLAR MID-AUTUMN WITH ASIAN-INSPIRED MOONCAKES AND TIMELESS CLASSICS

Crystal Jade debuts a Teochew-style Flaky Mooncake with Taro besides new snow skin flavours
21 August – 29 September 2023



Singapore, 17 July 2023 – A union of traditional and contemporary flavours is in store this Mid-Autumn with Crystal Jade Group's much-anticipated 2023 mooncake collection. Besides inventive Asian-inspired renditions, as well as baked classics, a delicate flaky Teochew mooncake with taro makes its debut this year – limited to 300 boxes only.

Presenting culinary artistry and craftsmanship in every delicate nugget, the stellar range of snow skin and baked mooncakes are meticulously-homemade from scratch and will be available from **21 August – 29 September 2023**.

This year, the artisanal creations are packed in beautifully-designed boxes with an intricate rattan lattice set against an understated-chic faux leather cover in a regal green – definitely an elegant option for gifting!

Advance orders* can be placed online at estore.crystaljade.com from **19 July to 25 September**, and at outlets from **7 August to 29 September 2023**. Customers can also walk into any outlet to purchase the mooncakes from **21 August to 29 September 2023**, or opt for delivery at \$20 per location.

**Please note that collection of orders is available at select outlets only from 21 Aug - 29 Sep 2023.*

NEW! ASIAN FLAVOURS PETITE SNOW SKIN MOONCAKES

亚洲风味迷你冰皮月饼 | \$42 for 4 (1 of each flavour), \$68 for 8 pieces (2 of each flavour)



Clockwise from top: Black Glutinous Rice Pulut Hitam, Peanut Candy, Roasted Chestnut & Gula Melaka with Chinese Yam & Coconut

In a palette of soothing pastel shades, each handcrafted mini mooncake is brimming with a homemade filling enveloped within a silky and thin snow skin with a pleasing bite.

Gula Melaka with Chinese Yam & Coconut 山药椰丝马六甲糖 presents a truly unique pairing – the mild earthiness of grated Chinese yam is matched with the caramelly notes of *gula melaka* and grated coconut – when cut open, the centre reveals a slightly molten consistency. *Roasted Chestnut* 糖炒栗子 encapsulates the flavours of this namesake popular street snack with a whole chestnut nestled snugly within white lotus and chestnut paste. Hitting closer to home is *Black Glutinous Rice Pulut Hitam* 椰芋黑糯米 – the well-loved traditional dessert is reimagined in a delightful mouthful enriched with the fragrance of coconut milk.

Back by popular demand is the irresistible *Macau Peanut Candy* 怀旧澳门花生糖 – the crunchy, sweet and nutty filling is in perfect balance with the smooth and soft snow skin.

HANDCRAFTED TRADITIONAL BAKED MOONCAKES 手工传统烘皮月饼



From left: Teochew-style Flaky Mooncake with Taro and Assorted Baked mooncakes

A new addition this year is the spiral-shaped *Teochew-Style Flaky Mooncake with Taro* (\$68 for 6pcs).

Wrapped within Crystal Jade's ethereal and light pastry crust is a luscious yam paste accentuated with a touch of salted egg yolk. Only 300 boxes will be available at Crystal Jade Golden Palace and an advance order of 1 day at the restaurant, or 3 days online at estore.crystaljade.com, is required.

A returning crowd favourite, *Signature Mixed Nuts with Jinhua Ham* 翡翠五仁月饼 (\$80 for 4pcs) is prized for its savoury undertone imparted by the dry-cured specialty Jinhua ham and a variety of nuts and seeds including walnuts, sesame seeds, and almonds.

Three signature offerings – *Premium White Lotus Paste* 纯白莲蓉月饼 (\$68 for 4pcs), *Single Yolk with White Lotus Paste* 单黄白莲蓉月饼 (\$78 for 4pcs) and *Double Yolk with White Lotus Paste* 双黄白莲蓉月饼 (\$82 for 4pcs) are also available. In addition, two combination boxes with a mix of different baked mooncakes offer more options; *Best of Both Worlds* 两全其美 consists of the duo of *Single Yolk & Signature Mixed Nuts with Jinhua Ham* (\$48 for 2 pcs), while *Happiness Four* 翡翠四喜礼盒 is a quartet of one piece of each baked flavour (\$82 for 4pcs).

PROMOTIONS

Exclusively for Crystal Jade Jadeite members and UOB Cardmembers

1) Early Bird Offer:

E-store: 19 July – 31 August 2023

Outlets: 7 August - 31 August 2023

- 25% off for Jadeite members and 18% off for UOB Cardmembers

2) Regular Promo: 1 – 29 September 2023

- 18% off for Jadeite members and 12% off for UOB Cardmembers

3) E-Store Exclusive: Additional 5% off with promo code **M23T5**

Terms & Conditions

- **For online orders:** 3 days advance order is required; E-Store Promotion is valid till 25 Sep 2023 or while stocks last.
- **Collection & delivery of mooncakes:** From 21 Aug – 29 Sep 2023
- Delivery option available at \$20 per location. Additional charges applicable for delivery to Sentosa, Jurong island or Tuas.
- Outlet Promotion is valid till 29 Sep 2023 or while stocks last.
- Mooncakes are available for purchase at all participating Crystal Jade outlets.
- Earning of cashback and redemption of Crystal Jade Jadeite 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.

#crystaljadesg #CJMidAutumn2023

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 ranges from fine dining to casual dining restaurants.

To date, the award-winning group owns and operates over 90 outlets across major cities in Asia Pacific.

For more information or assistance, please contact:

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CRYSTAL JADE MOONCAKE COLLECTION 2023 PRICE LIST

	Description	Selling Price	Remarks
A. Handcrafted Traditional Baked Mooncakes 手工传统烘皮月饼 (Less Sugar 低糖)			
1	Premium White Lotus Paste 纯白莲蓉月饼	\$68.00	4 pcs / box
2	Single Yolk with Lotus Paste 单黄白莲蓉	\$78.00	4 pcs / box
3	Double Yolk with Lotus Paste 双黄白莲蓉	\$82.00	4 pcs / box
4	Signature Mixed Nuts with Jinhua Ham 翡翠伍仁 <i>BACK BY POPULAR DEMAND</i>	\$80.00	4 pcs / box
5	Teochew-style Flaky Mooncake with Taro 潮州芋香月饼	\$68.00	6 pcs / box Limited quantities; pre-order required. Exclusively at Crystal Jade Golden Palace only.
B. Traditional Baked Combinations 传统烘皮月饼组合			
6	Best of Both Worlds 两全其美	\$48.00	<u>2 pcs / box</u> 1 x Single 单黄 1 x Signature Mixed Nuts with Jinhua Ham 翡翠伍仁
7	Happiness Four 翡翠四喜礼盒	\$82.00	<u>4 pcs / box</u> 1 x Premium White Lotus Paste 纯白莲蓉 1 x Single 单黄 1 x Double 双黄 1 x Signature Mixed Nuts with Jinhua Ham 翡翠伍仁
C. Asian Flavours Petite Snow Skin Mooncakes 亚洲风味迷你冰皮月饼			
8	<ul style="list-style-type: none"> • Macau Peanut Candy 怀旧澳门花生糖 <i>BACK BY POPULAR DEMAND</i> • Gula Melaka with Chinese Yam & Coconut 山药椰丝马六甲糖 • Roasted Chestnut 糖炒栗子 • Black Glutinous Rice <i>Pulut Hitam</i> 椰芋黑糯米 	\$42.00	<u>4 pcs / box (1 of each flavour)</u> Macau Peanut Candy 怀旧澳门花生糖 Gula Melaka with Chinese Yam & Coconut 山药椰丝马六甲糖 Roasted Chestnut 糖炒栗子 Black Glutinous Rice <i>Pulut Hitam</i> 椰芋黑糯米
9		\$68.00	<u>8 pcs / box (2 of each flavour)</u> Macau Peanut Candy 怀旧澳门花生糖 Gula Melaka with Chinese Yam & Coconut 山药椰丝马六甲糖 Roasted Chestnut 糖炒栗子 Black Glutinous Rice <i>Pulut Hitam</i> 椰芋黑糯米

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