



# CRYSTAL JADE

NEWS RELEASE  
FOR IMMEDIATE RELEASE

## BEYOND THE CLASSICS THIS MID-AUTUMN WITH CRYSTAL JADE GROUP X LEMUEL SNOW SKIN MOONCAKES

Traditional handcrafted baked mooncakes are also back by popular demand  
24 July to 17 September 2024

Singapore, 22 July 2024 – In celebration of the upcoming Mid-Autumn Festival, Crystal Jade Group unveils a captivating mooncake collection that embodies both tradition and modern innovation.



Tempting palates this year is a new assortment of four exquisite snow skin creations; two of which are conjured in collaboration with *Lemuel Chocolate*. A marriage of Crystal Jade's culinary expertise with Lemuel's innovative chocolate artistry, the cacao-forward duo harmoniously blends the Singapore artisanal chocolate label's single-origin chocolate with the flavours of two well-loved local beverage and dessert; *chendol* and *Kopi C*. Known for their meticulous bean-to-bar chocolate creations crafted with ethically sourced ingredients, Lemuel brings a touch of flair to the festivities.

Naturally, this year's offerings also encompass a selection of the Chinese F&B group's highly-acclaimed classic baked mooncakes – each one is meticulously handcrafted with quality fillings made with thoughtfully-sourced ingredients. A guaranteed crowd-pleaser, these timeless treats are perfect for families and those seeking a nostalgic taste of the season.

Advance orders\* can be placed online at [estore.crystaljade.com](https://estore.crystaljade.com) and at outlets from **24 July to 19 August**. Customers can also walk into any outlet to purchase mooncakes from **19 August to 17 September 2024** or opt for delivery at \$20 per location; enjoy free one-time delivery to one location for orders with a minimum nett spending of \$280.

*\*Terms and conditions apply.*

## NEW! LOCAL BEVERAGE & DESSERT SNOW SKIN MOONCAKES

本地风味甜饮迷你冰皮月饼 | \$48 for 4 (one of each flavour) & \$78 for 8 (two of each flavour)



The two flavours presented jointly by Crystal Jade and Lemuel Chocolate brings familiarity, yet with a modern twist, showcasing iconic Singaporean flavours infused into quality single-origin chocolate.

*Chendol Chocolate Bon Bon* 煎蕊巧克力 presents a creamy filling of red beans, *gula melaka* caramel and pandan coconut ganache cloaked in Lemuel's signature 70% dark chocolate, and encased within Crystal Jade's proprietary silky and thin snow skin with a pleasing bite.

To render an authentic and rich *kopi* flavour, a coffee caramel made with Robusta beans and evaporated milk is covered in an even darker 72% dark chocolate in *Kopi C Chocolate Bon Bon* 咖啡 C 巧克力.

*From top (clockwise): Golden Chrysanthemum with Osmanthus and Melon Seed, South Jujube Red Dates with Goji Berry, Chendol Chocolate Bon Bon, & Kopi C Chocolate Bon Bon*

Complementing the richer cacao-centric gems are two soothing Chinese dessert and beverage-inspired flavours. *South Jujube Red Dates with Goji Berry* 南枣枸杞糕 is brimming with the deep, earthy, and sweet molasses-like notes of red dates and antioxidant-rich goji berries, while *Golden Chrysanthemum with Osmanthus and Melon Seed* 金菊桂花瓜子仁 is soothing, refreshing, and perfumed with the sweet scent of osmanthus. Both mooncakes capture the essence of Singaporean desserts, offering a unique taste of home with every bite.

## HANDCRAFTED TRADITIONAL LESS SUGAR BAKED AND FRIED MOONCAKES 手工传统烘皮月饼



Back by popular demand, Crystal Jade's rendition of *Teochew-Style Flaky Mooncake with Purple Sweet Potato and Taro* 潮州紫薯芋香月饼 (\$68 for 6pcs) is light and flaky; a hallmark of this traditional confectionery, and filled with a smooth velvety paste with a single salted egg yolk as the perfect counterpoint. Limited quantities are available through pre-order with a three-day advance notice (*online and at the outlet*) only at Crystal Jade Golden Palace.



*The Happiness Four*

Another returning favourite *Signature Mixed Nuts with Jinhua Ham* 翡翠五仁月饼 (\$78 for 4pcs) is relished for its rich and savoury notes of dry-cured Jinhua ham mixed with nuts and seeds including walnuts, sesame seeds, and almonds – a winning combination that offers a delightful contrast of textures and flavours.

For timeless classics, customers can look to indulging in the pure and silky essence of *Premium White Lotus Paste* 纯白莲蓉月饼 mooncakes (\$68 for 4pcs), as well as *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) for an even richer experience.

Crystal Jade has also curated two delightful combination boxes; *The Best of Both Worlds* 两全其美 (\$48 for 2pcs) pairs the classic *Single Yolk* with the ever-popular *Signature Mixed Nuts with Jinhua Ham*. The *Happiness Four* 翡翠四喜礼盒 (\$82 for 4pcs), a delightful quartet, features one piece of each baked flavour, ideal for those who would like to sample the entire Crystal Jade classic mooncake collection.

## PROMOTIONS

Exclusively for Crystal Jade Jadeite members and UOB Cardmembers

- 1) **Early Bird Offer:** 24 July – 19 August 2024
  - 25% off for Jadeite members and UOB Cardmembers.
- 2) **Regular Promo:** 20 August – 17 September 2024
  - 18% off for Jadeite members and UOB Cardmembers.
- 3) **^E-Store Exclusive:** Additional 8% off with promo code **M24T8**

### Terms & Conditions

- For UOB Cardmembers, payment must be made with a valid UOB Credit / Debit Card.
- Available at all Crystal Jade participating outlets except Crystal Jade La Mian Xiao Long Bao – Changi Airport T1 (Departure Hall) & Crystal Jade GO – Changi Airport T4 (Departure Hall).
- **Collection of mooncakes from participating outlets from 19 Aug - 17 Sep 2024.**
- Delivery options available from 19 Aug - 17 Sep 2024, with fee of \$20 per location and additional charges for delivery to Sentosa, Jurong Island and Tuas.
- Free one-time delivery to one location for orders with a min. nett spending of \$280.
- Earning and redemption of Crystal Jade Jadeite's JPoints is not allowed.
- Not valid with other discounts, promotions, vouchers, loyalty programmes unless stated otherwise.
- The management reserves the rights to amend the terms and conditions of the promotion without prior notice.
- **For online orders:** 3 days advance order is required; E-Store Promotion is valid till 10 Sep 2024 or while stocks last. Price indicated on e-store are inclusive of GST.
- ^Additional discount with use of promo code is exclusive for purchase on [estore.crystaljade.com](http://estore.crystaljade.com)

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 ranges from fine dining casual dining restaurants.

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

## **ABOUT LEMUEL CHOCOLATE**

Lemuel Chocolate is a local bean-to-bar chocolate making company with our own factory-concept store at Star Vista, and a newly-opened customizable hot chocolate bar at the iconic Jewel @ Changi Airport. We source and import quality cacao beans from Cacao Farmers and reputable cacao agents around the world. We then manually and carefully sort, roast, crack, winnow and grind them into the individual uniquely delicious chocolate.

For more information or assistance, please contact:

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