



# CRYSTAL JADE

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

## **COMFORT REIMAGINED THIS MID-AUTUMN BY CRYSTAL JADE**

New toasty 'roasted' snow skin flavours and beloved handcrafted classics presented in whimsical interactive packaging  
*28 July to 6 October 2025*

*Singapore, 24 July 2025* – This Mid-Autumn Festival, Crystal Jade Group is introducing two new and inventive snow skin creations with toasty roasted fillings, alongside well-loved traditional baked renditions whose popularity have stood the test of time.



Injecting a touch of fun and whimsical to the festivities is an interactive packaging which reveals a delightful surprise: pull the side tab on the mooncake box and watch as a charming rabbit appears to leap across the moon—a playful homage to the legend of Chang'e and the Jade Rabbit that embodies the festival's magical spirit.

Pre-orders can be placed online at <https://estore.crystaljade.com/> and at participating outlets from **28 July to 3 October 2025** (E-Store) and **28 July to 6 October 2025** (Outlets). Collection is available from **8 September to 6 October 2025**.

Delivery is available at \$20 per location with 3 days' advance notice, making it convenient for customers to share the joy of the festival with loved ones across Singapore.

*\*Terms and conditions apply.*

**NEW! AUTUMN DUO PETITE SNOW SKIN MOONCAKES 月映秋香双味冰皮月饼 | \$46 for 4 pieces & \$76 for 8 pieces**



This year's snow skin collection comprises two appealing renditions that deliver a contemporary twist. Each one is infused with different roasted ingredients that lend depth and complexity of flavour, and encased in Crystal Jade's signature thin and smooth snow skin that delivers exceptional texture.

**Roasted Pistachio Mochi 焙香开心果麻薯** is a layered emerald nugget with smooth lotus paste, roasted pistachio paste and chopped roasted pistachios nestled beneath a delicate homemade mochi layer and snow skin.

**Roasted Brown Rice Mochi Chocolate 玄米巧心麻薯** offers an indulgent combination of smoky and nutty roasted *genmai* (brown rice) in a rich chocolate truffle and lotus paste, enveloped in a marbled brown snow skin.

**HANDCRAFTED TRADITIONAL LESS SUGAR BAKED AND TEOCHEW MOONCAKES**

Back by popular demand, Crystal Jade's well-loved traditional baked mooncakes return with their meticulously handcrafted quality that has made them perennial favourites.



*Teochew-Style Flaky Black Gold Lava Mooncake  
& Happiness Four (Premium White Lotus Paste, Single Yolk, Double Yolk and Signature Mixed Nuts with Jinhua Ham)*

**Signature Mixed Nuts with Jinhua Ham 翡翠五仁月饼** (\$74 for 4pcs), continues to delight with its rich, savoury notes of dry-cured Jinhua ham combined with premium nuts and seeds.

For timeless classics, customers can look to indulging in the pure and silky essence of **Premium White Lotus Paste 上品白莲蓉月饼** (\$64 for 4pcs), as well as **Single Yolk with Lotus Paste 单黄白莲蓉月饼** (\$74 for 4pcs), and **Double Yolk with Lotus Paste 双黄白莲蓉月饼** (\$78 for 4pcs) – each one meticulously handcrafted with quality fillings made from thoughtfully sourced ingredients.

Crystal Jade has also curated two delightful combination boxes; **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. **Perennial Favourites** 经典佳选 礼盒 (\$42 for 2pcs) combines Premium White Lotus Paste and Single Yolk varieties.

The **Happiness Four** 翡翠四喜礼盒 (\$78 for 4pcs) offers a delightful quartet featuring one piece each of Premium White Lotus Paste, Single Yolk, Double Yolk, and Signature Mixed Nuts with Jinhua Ham – ideal for those wishing to sample the entire Crystal Jade classic baked collection.

**Teochew-Style Flaky Black Gold Lava Mooncake** 潮州黑金麻香流沙月饼 (\$68 for 6pcs) is an elevated interpretation of the traditional Teochew confection with an innovative salted egg yolk lava centre that promises to surprise and delight.

## PROMOTIONS

- 1) Early Bird Period (28 July – 31 August 2025):
  - 25% OFF for Jadeite members & OCBC Cardmembers
- 2) Regular Period (1 September – 6 October 2025):
  - 15% OFF for Jadeite members & OCBC Cardmembers
- 3) Exclusive Additional Offers:
  - Outlet Exclusive: Additional 8% OFF with purchase of any 1 box of snow skin & 1 box of baked mooncake
  - E-Store\* Exclusive: Additional 8% OFF with promo code M25T8

*\*E-Store sales end on 3 October 2025*

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 for download [here](#).

## 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.

For more information or assistance, please contact:

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