

NEWS RELEASE
FOR IMMEDIATE RELEASE

HERALD AN AUSPICIOUS LUNAR NEW YEAR WITH CRYSTAL JADE

Indulge in Crystal Jade Prestige's new wholesome 'yusheng' with Chinese herbal ingredients and partake in festive takeaway specialties and dine-in dishes

Singapore, November 2016 – Crystal Jade Culinary Concepts' stellar portfolio of fine and casual dining restaurant brands has conjured a sumptuous and tantalising spread of celebratory sweet treats and savoury festive dishes for dine-in or takeaway. The restaurants' respective chefs have also crafted exclusive dishes that befit a joyful Chinese New Year feast!

Chinese New Year dining at Crystal Jade restaurants* will start from 16 January 2017 to 12 February 2017. From 9 Dec 2016, takeaway orders can be made online at www.crystaljade.com.

**Please refer to the full restaurant list for individual outlet details.*

NEW! 'PROSPEROUS HEALTH YU SHENG' WITH CHINESE HERBAL INGREDIENTS 风生水起捞生

Available at Crystal Jade Prestige for dine-in and takeaway. One day advance order is required, limited quantities available.



A wholesome but no less tempting rendition of the ubiquitous *lo-hei*, Crystal Jade Prestige's nourishing *yu sheng* (\$118 for large, \$78 for small) features fresh Chinese herbal ingredients that impart flavour and texture to the colourful combination.

Strips of refreshing Chinese yam, Cordyceps flowers – which possess a mellow ginseng-like flavour, and sweet lily bulb petals provide the crowning glory for a bed of organic salad vegetables, marinated jellyfish among others, tossed in an appetising Japanese sesame-based dressing with Chinese vinegar, as well as plum sauce and lemon sauce for a touch of sweetness and tang.

FESTIVE FEASTING

Usher in Chinese New Year at any of Crystal Jade's diverse stable of restaurants. Thoughtfully-crafted Chef's recommendations menu as well as a variety of dine-in set menus featuring a lavish selection of exquisite plates are available from 16 January to 12 February.

CHEF'S RECOMMENDATIONS AND CNY SET MENUS AT FINE DINING RESTAURANTS

Crystal Jade Palace Restaurant (Ngee Ann City), Crystal Jade Golden Palace (Paragon), Crystal Jade Dining IN (VivoCity) and Crystal Jade Prestige (Marina Bay Financial Centre)

Mark a lucky start to the year with *Baked whole quail with fruit sauce* OK 汁焗鹌鹑 (\$18 per piece), *Braised pork knuckle with black moss* 发菜猪手 (\$24) and *Stir-fried scallop with assorted fungus* 愉耳炒带子 (\$32).

A comprehensive range of elaborate set menus showcasing premium ingredients and produce are served at all four fine-dining restaurants starting from \$98 per person at Crystal Jade Prestige, \$118 per person at Crystal Jade Dining IN and Crystal Jade Golden Palace and \$488 for 4 persons at Crystal Jade Palace Restaurant. Menus with various pax options and vegetarian set menus are available as well.

CHEF'S RECOMMENDATIONS AND CNY SET MENUS AT CRYSTAL JADE KITCHEN

Well-known for its affordable dim sum, noodles and congee bowls, Crystal Jade Kitchen's culinary team presents several highlight Lunar New Year dishes; *Fried glutinous rice topped with roasted duck* 生炒糯米烧鸭 (\$36), a hearty *Thai-style pork knuckle* 泰式炸元蹄 (\$28) and indulgent *Braised baby abalone with sea cucumber and black moss* 发财海参鲍鱼仔 (\$18 per pax).

Set menus for 4 starts from \$268 are available at all Crystal Jade Kitchen outlets and steamboat sets for 4 starts from \$398 are available at Zhongshan Mall; great for those who prefer some D-I-Y cooking fun! Menus with various pax options are available.

CHEF'S RECOMMENDATIONS AND CNY SET MENUS AT CRYSTAL JADE LA MIAN XIAO LONG BAO / JIANGNAN

The restaurant of choice for plump and juicy *xiao long bao* or soup dumplings, Crystal Jade La Mian Xiao Long Bao/Jiangnan is introducing a limited edition *Steamed abalone cube and minced pork dumpling* 鲍鱼饺 (\$8.80 for 3 pieces), while last year's popular pick of *Steamed pork dumplings* 鸿运水饺 (\$6.80 for 6 pieces) with a sweet red date within makes a return. Traditionally, a gold coin is wrapped within the dumpling and the person who bites into it is blessed with a prosperous year ahead.

Other auspicious options include *Braised giant pork knuckle with black moss* 发财元蹄 (\$38.80), *Eight Treasures glutinous rice* 糯米八宝饭 (\$10.80) and *Steamed chive and minced pork bun* 韭菜包 (\$6 for 3 pieces) and many more. Set menus for 4 starts from \$238 are available at all Crystal Jade La Mian Xiao Long Bao / Jiangnan outlets.

Promotions for dine-in

- Reunion set menu rebates (*16 January – 12 February 2017)
12% rebate for Jadeite members making payment with partnering bank cards
8% rebate for Jadeite members

**During this period, Jadeite members can only earn and not redeem rebates, there will be no earning of double points as well.*

FESTIVE TAKEAWAY DELIGHTS

From 9 Dec 2016, takeaway orders can be made online at www.crystaljade.com and customers can also place their orders in person at all Crystal Jade restaurants and bakery outlets from early Dec. Collection of orders can be made from 2 January at selected Crystal Jade outlets.

Perfect for family gatherings or office parties during the festive period, Crystal Jade's Lunar New Year takeaway items range from *yu sheng*, treasure pots and *Buddha jumps over the wall*, to sweet and savoury traditional cakes and cookies.



Prosperity abalone treasure pot (casual dining), Buddha jumps over the wall (Crystal Jade Kitchen)

- **Reunion baby abalone yu sheng 贺岁团圆金鲍仔捞生, \$68.80 for large | \$42.80 for small**
Available at Crystal Jade La Mian Xiao Long Bao / Jiangnan and Crystal Jade Kitchen for takeaway and dine-in

Toss to an abundant year ahead with a classic *yu sheng* provide with abalone slices; customers may opt for sliced sashimi at the same price.

- **Prosperity abalone treasure pot 繁华鲍鱼海味盆菜, \$248 for 5 pax | \$428 for 10 pax**
Available at Crystal Jade Kitchen, Crystal Jade Jiangnan/La Mian Xiao Long Bao outlets for takeaway and dine-in

Prepared with sixteen choice ingredients such as fish maw, fresh prawns, oysters, dried mushrooms and ten-head abalone, this hearty generous pot of wholesome goodness is a definite show-stopper on any reunion table and is best savoured in the company of family and friends.

- **Buddha jumps over the wall 佛跳墙, \$238 for 5 pax | \$438 for 10 pax**
Available at Crystal Jade Kitchen for takeaway and dine-in

Definitely *the* highlight on any reunion dinner table, this veritable speciality is painstakingly-prepared; the flavourful stock is rendered by simmering premium ingredients such as whole 8-head abalone, shark's fin, sea cucumber and fresh ginseng over six hours until the broth is reduced to a luscious consistency.

Premium yu sheng and treasure pot options are also available at Crystal Jade's four fine-dining outlets*.

*Please refer to Appendix 1A for details.



From left: Eternal bliss sampling platter, Gold leaf double fish glutinous rice cake & Egg cake

- **Sweet and savoury traditional cakes**
*Available at all outlets **except** C-Jade Deli Corner. For takeaway till 27 January 2017, 3pm only*

Back by popular demand, the prettily-packaged *Eternal bliss sampling platter* 五福临门 (\$39.80); five different homemade items including *Carrot cake*, *Yam cake*, *Water chestnut cake*, *Egg cake* and *Glutinous rice cake* in, is great for gifting or personal enjoyment.

Light and pillow-soft *Egg cake* 金银鸡蛋糕 (\$19.80); a delightful Chinese-style sponge cake made with egg yolks, and the well-received duo of *Carrot cake* 腊味萝卜糕 (\$29.80) and *Yam cake* 腊味芋头糕 (\$29.80) are other noteworthy takeaway items.

A nod to sweet beginnings, the traditional *Glutinous rice cake* 发财年糕 (\$27.80), *Gold bar glutinous rice cake* 金砖年糕 (\$22.80) and a pair of *Gold leaf double fish glutinous rice cake* 金箔双鱼年糕 (\$43.80) are auspicious treats to herald a prosperous year ahead as well.

- **Chinese New Year Cookies**

Available at Crystal Jade Kitchen, Crystal Jade La Mian Xiao Long Bao / Jiangnan, Crystal Jade My Bread and Crystal Jade Korean Ginseng Chicken & BBQ outlets for takeaway.

Present visiting relatives and friends with Crystal Jade's two festive cookies; irresistible *Fortune Bo Lo pineapple tarts* 旺上旺菠萝黄梨挞 (\$12.80 – \$20.80) with a generous filling of well-balanced sweet and tart pineapple jam, and buttery *Almond puff cookies* 黄金杏仁酥 (\$6.80 - \$12.80).

- **Chinese New Year Hampers**

Only available for purchase online, limited quantities only and island-wide delivery can be arranged

The perfect gift to mark an auspicious start to the new year, Crystal Jade's Chinese New Year Hampers are brimming with premium festive items such as dried flower mushrooms, dried scallops, pacific clams and three-head abalone.

Promotions for takeaway items

a) Online Order period (9 December 2016 – 9 February 2017)

- 15% discount for Jadeite members making payment with partnering bank cards.
- 11% discount for Jadeite members **or** partnering bank cards.

b) Outlet Order promotion period (early Dec – 12 February 2017, collection from 2 Jan at selected outlets)

- 12% discount for Jadeite members making payment with partnering bank cards.
- 8% discount for Jadeite members **or** partnering bank cards.

For more information on outlet locations, please log on to www.crystaljade.com.

ABOUT CRYSTAL JADE GROUP

Founded in 1991, Crystal Jade is an awarded Chinese culinary group with MICHELIN one star 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.

In 2014, L Capital Asia, the private equity arm of LVMH Moët Hennessy – Louis Vuitton officiated a 90% stake buy in Crystal Jade. Later in June 2015, Standard Chartered Private Equity (SCPE) announced its investment in the group as well. To date, the award-winning group owns and operates over 100 outlets across 25 major cities in Asia Pacific and the United States.

Note to editors:

- All prices are subject to 10% service charge and GST.
- High-res images of select CNY items and dishes are available upon request via email.

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APPENDIX 1A: FESTIVE TAKEAWAY AVAILABILITY DETAILS

Festive Takeaways	Outlets
Prosperity salmon yu sheng \$46.80 (small); \$89.80 (large)	<ul style="list-style-type: none"> • Crystal Jade Palace • Crystal Jade Golden Palace • Crystal Jade Dining IN
Prosperous Health salmon yu sheng \$78 (small); \$118 (large)	<ul style="list-style-type: none"> • Crystal Jade Prestige
Reunion abalone yu sheng \$42.80 (small); \$68.80 (large)	<ul style="list-style-type: none"> • Crystal Jade La Mian Xiao Long Bao • Crystal Kitchen
Buddha Jumps Over The Wall \$238 (small); \$438 (large)	<ul style="list-style-type: none"> • Crystal Jade Kitchen
Abundance Abalone Treasure Pot \$338 (small); \$498 (large)	<ul style="list-style-type: none"> • Crystal Jade Palace • Crystal Jade Golden Palace • Crystal Jade Dining IN
Luxurious Abalone Treasure Pot \$268 (small); \$498 (large)	<ul style="list-style-type: none"> • Crystal Jade Prestige
Bountiful Abalone Treasure Pot \$248 (small); \$428 (large)	<ul style="list-style-type: none"> • Crystal Jade Kitchen • Crystal Jade Jiangnan/La Mian Xiao Long Bao
Prosperity Traditional Cakes \$19.80 - \$43.80	All Crystal Jade outlets except C-Jade Deli Corner & Crystal Jade La Mian Xiao Long Bao at T1 Departure Hall)
Fortune Bo Lo Pineapple Tart \$12.80 - \$20.80	All Crystal Jade outlets except C-Jade Deli Corner & Crystal Jade La Mian Xiao Long Bao at T1 Departure Hall)
Almond Puff Cookies \$6.80 - \$12.80	
Chinese New Year Hampers (8pc)	Only available via our online e-store

APPENDIX 1B: PARTICIPATING OUTLETS LISTING

Concept	Outlets	Address	Tel
Fine Dining	Crystal Jade Palace Restaurant	Ngee Ann City #04-19	6735 2388
	Crystal Jade Golden Palace	Paragon #05-22	6734 6866
	Crystal Jade Prestige	Marina Bay Financial Centre (Ground Plaza) #02-01	6509 9493
	Crystal Jade Dining IN	VivoCity #01-112	6278 5626
Casual Dining	Crystal Jade Kitchen	Tampines Mall #B1-11	6788 0633
		Great World City #03-30	6738 2911
		Holland Village, No.2 Lor Mambong	6469 0300
		Ngee Ann City #B2-38	6238 1411
		The Clementi Mall #03-54	6659 9215
		Causeway Point #05-10	6891 1779
		Westgate #04-42	6465 9822
		Suntec City #B1-112	6884 5172
		Plaza Singapura #02-32	6336 2833
		Zhongshan Mall #01-18	6339 0283
		The Centrepoint #03-43	6734 9420
	Crystal Jade La Mian Xiao Long Bao	Jurong Point 2 #03-96	6790 2212
		Great World City #02-54	6738 5595
		Holland Avenue 241	6463 0968
		VivoCity #01-52	6221 1830
		Blk 470, Toa Payoh #01-70	6250 2301
		Bugis Junction #B1-04A	6339 6902
		T1 Departure/ Transit Lounge East #03-54	6512 31720 *CNY set and takeaway items are not available here

Bakery	Crystal Jade My Bread	Ngee Ann City #B2-38	6733 3323
		Causeway Point #B1-K21	6893 8123
		Holland Village, No.2 Lor Mambong	6762 5372
		Suntec City #B1-114	6835 7363
	Crystal Jade My Bread (Franchise outlets)	Paya Lebar Square #01-30	6341 6143
Korean	Korean Ginseng Chicken & BBQ	#B2-36A, Ngee Ann City	6733 3229

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