

MEDIA RELEASE
For Immediate Release

**Paying tribute to Parents with a series of opulent set menus
& seasonal dishes at Crystal Jade**



Singapore, April 2015 – Parent’s day is the best time to show your gratitude for your beloved parents’ unconditional love and sacrifices. Richly deserving, pamper Mummy and Daddy at Crystal Jade group of restaurants from 2 May to 10 May 2015 and 13 Jun to 21 Jun respectively, with a series of opulent set menus and an array of seasonal dishes fitted to delight them.

As a gesture of appreciation, let Crystal Jade surprise your mom by ending the satisfying meal on a high note with an exquisite dessert – Bird’s Nest in Jade Ice Bowl. The nourishing and refreshing dessert is a mix of bird’s nest, snow lotus root and coconut pudding that are bound to nourish and impress mothers. Served in the meticulously crafted jade ice bowl, the bowl is made to resemble the precious jade which signifies a mother’s beauty and nobility to thank them for their selfless contributions.

Online Exclusive: DBS and POSB cardmembers get to enjoy a complimentary dessert -Bird’s Nest in Jade Ice Bowl with order of Mother’s Day set menu from 9 April to 24 April. Valid at participating restaurants - Crystal Jade Palace Restaurant, Crystal Jade Golden Palace, Crystal Jade Dining IN and Crystal Jade Kitchen (Causeway Point, Great World City, Suntec City, Ngee Ann City, Tampines Mall, Westgate). Diners can log on to www.crystaljade.com/estore for more details.

Crystal Jade Palace Restaurant 翡翠皇宮酒家

Pamper mum & dad with the five luxurious dine-in set menus starting from \$368++ for 4 persons to \$1288++ for 10 persons which includes seasonal dish such as *Baked Chicken with Herbs & Special Spicy Sauce*, *Braised Assorted Mushroom wrapped in Chinese Cabbage*. On

this special occasion, indulge in specially created seasonal dishes with the nourishing *Double-boiled Fish Maw Soup with South African Fresh Abalone & Cabbage* or the luxurious *Braised Japanese Sea Cucumber stuffed with Minced Kurobuta Pork*.

#04-19 Ngee Ann City, 391 Orchard Road | Tel: 6735 2388

Crystal Jade Golden Palace at Paragon 翡翠金阁

In the elegant backdrop of Crystal Jade Golden Palace at Paragon, customers can revel in style and relish in five dine-in set menus starting from \$348++ for 4 persons to \$1,338++ for 10 persons for Mother’s Day or \$418++ for 4 persons to \$1168++ for 10 persons during Father’s Day. Let mum indulge in dishes like the *Sautéed Sliced Fish Maw with Assorted Vegetable served in Pumpkin Nest* or *Braised Fish Maw with Live Prawn & Beancurd in Pumpkin Broth*. Reward dad with the *Steamed Giant Grouper Fillet with Plum in Teochew Style* or *Braised Goose Web & Mustard Green in Teochew Style*.

#05-22 Paragon, 290 Orchard Road | Tel: 6734 6866

Crystal Jade Dining IN 翡翠善坊

Conveniently located at VivoCity, select from four Parent’s Day set menus starting from \$328++ for 4 persons to \$738++ for 10 persons. Tuck into luxurious items such as *Braised Bird’s Nest with Mushroom and Tofu wrapped in Egg White* or savour the *flavourful Pan-fried Sea Perch Fillet with Truffle*.

#01-112 VivoCity, 1 Harbourfront Walk | Tel: 6278 5626

Crystal Jade Kitchen 翡翠小厨 | Crystal Jade Steamboat Restaurant 翡翠火锅酒家

Meticulously tailored for a wider audience in mind, choose from up to three affordable set menus from \$328.80++ for four persons to \$728.80++ for 10 persons. Try the sumptuous *Braised Abalone (10-head) with Sea Cucumber & Mushroom in Pumpkin Broth* or *Sautéed Scallop with Mushroom & Black Truffle served in Hot Stone*.

Crystal Jade Steamboat Restaurant

Zhongshan Mall	Zhongshan Mall #01-18	6339 0283
----------------	-----------------------	-----------

Crystal Jade Kitchen

Tampines Mall	Tampines Mall #B1-11	6788 0633
Great World City	Great World City #03-30	6738 2911

Holland Village	Holland Village, No.2 Lor Mambong	6469 0300
Ngee Ann City	Ngee Ann City #B2-38	6238 1411
The Clementi Mall	The Clementi Mall #03-54	6659 9215
Causeway Point	Causeway Point #05-10	6891 1779
Suntec City	Suntec City #B1-112	6884 5172
Westgate	Westgate #04-42	6465 9822
Plaza Singapura	Plaza Singapura #02-32	6336 2833

Crystal Jade Jiangnan 翡翠江南 | Crystal Jade La Mian Xiao Long Bao 翡翠拉面小笼包

Diners may opt to savour delectable specialities with influences from the increasingly popular Shanghainese cuisine. Select from 4 set menus ranging from \$148++ for 4 persons to \$368++ for 10 persons, at convenient locations around the island. The signature *Xiao Long Bao* and *Deep-fried Crispy Duck* are definitely must-try dishes in the set menus.

Crystal Jade Jiangnan

VivoCity	VivoCity #01-52	6221 1830
----------	-----------------	-----------

Crystal Jade La Mian Xiao Long Bao

Ngee Ann City	Ngee Ann City #04-27	6238 1661
Jurong Point	Jurong Point 2 #03-96	6790 2212
Great World City	Great World City #02-54	6738 5595
Holland Avenue	Holland Avenue 241	6463 0968
Bugis Junction	Bugis Junction #B1-04A	6339 6902

Crystal Jade Korean Ginseng Chicken & BBQ 翡翠参鸡汤烧烤 (韩国料理)

Korean food fans can bring Mum & Dad to dine at this outlet conveniently located at Ngee Ann City. At \$198++ for 4 persons, choose from the delish *Prime Wagyu Beef or Korean Imperial Hotpot*. The set also includes the *authentic Korean Ginseng Chicken Soup*, an all-time favourite.

#B2-36A Ngee Ann City, 391 Orchard Road. Tel: 6733 3229

Early Bird offers

DBS and POSB cardmembers enjoy 20% off when they reserve from 6 Apr - 24 Apr for Mother's Day set menus, and reserve from 25 May – 5 Jun for Father's Day set menus. Enjoy 10% off set menus from 25 Apr onwards (Mother's Day) and 6 Jun onwards (Father's Day).

ABOUT CRYSTAL JADE CULINARY CONCEPTS HOLDING

Founded in Singapore 1991, Crystal Jade Culinary Concepts Holding has become a household name in Asia with an extensive presence with over 120 outlets in 21 major cities in Asia Pacific and the United States. In 2014, L Capital Asia, the private equity arm of LVMH Moët Hennessey Louis Vuitton known for acquisitions made on highly potential brands, officiated a 90% stake buy in Crystal Jade. Crystal Jade has over 4,500 staff across the region and Crystal Jade serves more than 2 million diners every month. For more information, visit www.crystaljade.com.

For press enquiries, please contact:

Charis Tan, Assistant Manager, Marketing Communications

Tel: 6512 0806 | HP: 9424 1903

Email: charis.tan@crystaljade.com

April Chen, Marketing Communications Executive

Tel: 6512 0830

Email: april.chen@crystaljade.com