



# CRYSTAL JADE

NEWS RELEASE  
FOR IMMEDIATE RELEASE

## **GO OVER THE MOON THIS MID-AUTUMN WITH MICKEY AND MINNIE** Crystal Jade unveils exclusive Mickey and Minnie series snow skin mooncakes and perennial traditional favourites

*Singapore, July 2017* – Revel in the festivities this Mid-Autumn Festival while partaking in Crystal Jade Culinary Concepts' line-up of mooncakes with the spotlight on an exclusive Mickey and Minnie snow skin collection that will charm young and old.

Nestled within stylish boxes presented in a range of hues specially-designed to match the selection of mooncakes, Crystal Jade Culinary Concepts' Mickey and Minnie snow skin mooncakes and baked renditions will definitely add a sparkle to the occasion.

Crystal Jade Culinary Concepts' mooncakes will be available from 28 August to 4 October 2017 at all outlets. Advance orders can be placed online\* at [www.crystaljade.com](http://www.crystaljade.com) from 16 August to 1 October 2017.

### **MID-AUTUMN MAGIC WITH MICKEY AND MINNIE SNOW SKIN COLLECTION**



Indulge in a palette of flavours with the whimsical **Mickey and Minnie snow skin collection** (\$78); a set of eight petite gems with four tempting fillings.

Decked in the well-loved couple's characteristic red, white and black hues, the specially-designed mooncake box is set to impress. The sturdy lacquered box; which will double up excellently as a jewellery box, features a classy yet simple gold-embossed Mickey. When opened, the box unveils a shimmering backdrop of the lovebirds against a full moon; intricately laser-cut on gold card. The signature white buttons on Mickey's shorts are also fashioned as drawer handles for this two-tiered box.

\*Please note that collection of online orders is available at select outlets only.

The four flavours range from familiar; such as *Pandan Lotus with gula Melaka* 椰糖班兰莲蓉 (*pastel green*) which is a well-loved Asian-inspired pairing, to rich and chocolatey – *Chocolate Manuka honey* 巧克力麦卢卡蜂蜜 (white) matches the goodness of intense Manuka honey with quality chocolate, while *Chocolate Japanese yuzu* 巧克力柚子 (yellow) is perfumed with the zesty and punchy notes of the citrus fruit. *Molten-centre Raspberry truffle with white lotus* 白莲蓉覆盆子巧克力球夹心 (*pink*) is a blushing beauty enveloping a refreshing raspberry liquid centre which oozes when bitten into.

## NOSTALGIC TRADITIONAL BAKED FAVOURITES



A firm favourite among Crystal Jade's customers, the brand's repertoire of baked mooncakes proffers a thin golden-brown and moist pastry skin that encompasses a generous filling crafted with low sugar premium natural white lotus for a more wholesome treat. This year, these traditional treats are showcased in oriental-chic gift embossed with gold and candy-floss pink peonies on a turquoise backdrop.

Undoubtedly the signature offering, *Mixed nuts and chicken ham* 翡翠伍仁 (\$35/\$62 for box of two and four) possesses a savoury nuance and the lotus paste is mixed with an abundance of nuts such as olive and sesame seeds, as well as almonds among others.

Besides the *Less sugar white lotus paste with single and double yolk* 低糖单黄/双黄白莲蓉 (\$32/\$56 and \$35/\$62 for box of two and four respectively), nutty melon seeds add bite and flavour to the smooth lotus paste in the *Less sugar white lotus paste with melon seed* version 低糖瓜子白莲蓉 (\$31/ \$54 for box of two and four).

## PROMOTIONS

Exclusively for Jadeite members, DBS and Standard Chartered Cardholder

### 1) Early Bird Offer: 20% off

- eStore: 16 August to 6 September 2017
- Outlets: 28 August to 6 September 2017

### 2) 10% discount

- eStore: 7 September to 1 October 2017
- Outlets: 7 September to 4 October 2017

For more information on outlet locations, please log on to [www.crystaljade.com](http://www.crystaljade.com).

TRADITIONAL BAKED	2PCS/BOX	4 PCS/BOX
低糖瓜子白莲蓉 White Lotus Paste with Melon Seed (Low Sugar)	\$31	\$54
低糖单黄白莲蓉 White Lotus Paste with Single Yolk (Low Sugar)	\$32	\$56
低糖双黄白莲蓉 White Lotus Paste with Double Yolk (Low Sugar)	\$35	\$62
翡翠伍仁 Signature Mixed Nuts and Chicken Ham	\$35	\$62

MICKEY & MINNIE SNOW SKIN SERIES	8PCS/BOX
迷你冰皮月饼 Assorted Mini Snow Skin Mooncakes: - <ul style="list-style-type: none"><li>• 白莲蓉覆盆子巧克力球夹心 Molten-centre Raspberry truffle with white lotus</li><li>• 巧克力柚子 Chocolate Japanese Yuzu</li><li>• 椰糖班兰莲蓉 Pandan Lotus Gula Melaka</li><li>• 巧克力麦卢卡蜂蜜 Chocolate Manuka Honey</li></ul>	\$78

## ABOUT CRYSTAL JADE GROUP

Founded in 1991, Crystal Jade is a Singapore-based culinary brand with one-MICHELIN star. 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 in over 27 major cities across Asia Pacific.

*Note to editors: High-res images of Crystal Jade Culinary Concepts' mooncake selection are available upon request via email.*

For more information or assistance, please contact:

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