

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

A JOYOUS MID-AUTUMN REUNION WITH CRYSTAL JADE'S ALLURING MOONCAKE COLLECTION

New exquisite snow skin flavours and exclusive Moët & Chandon renditions await

Singapore, July 2015 – Revel in the festivities this Mid-Autumn Festival while partaking in Crystal Jade Culinary Concepts' dazzling line-up of traditional baked, inventive snow skin and exquisite Moët & Chandon champagne mooncake flavours.

Nestled within stylish-chic acrylic boxes presented in a range of *chinoiserie*-inspired vibrant hues specially-designed to match the range of mooncakes, Crystal Jade Culinary Concepts' selection will definitely add a sparkle to the occasion.

Crystal Jade Culinary Concepts' mooncakes will be available from 21 August to 27 September 2015 at all outlets. Advance orders can be placed online at www.crystaljade.com or at outlets from 1 August to 27 September 2015.

TEMPTING SNOW SKIN DELIGHTS



Indulge in a palette of flavours with the *Assorted mini snow skin selection* 缤纷迷你冰皮月饼 (\$32 / \$58 for box of four and eight) that entices with four distinct fillings within delicate snow skin.

Savour the fine balance of sweet and savoury in the luscious *Rich Salted caramel snow skin* 香浓咸焦糖月饼 and *Natural sea salt with dark chocolate* 天然海盐黑巧克力; made with a premium 70 percent dark chocolate from world-renowned established Italian chocolatier Icam.

Citrusy Yuzu with lemon 酸甜柚子柠檬 provides a pleasing contrast with a refreshing and zesty lemon and yuzu filling, while *Fresh Strawberry with cranberry* 鲜草莓蔓越莓 melds the tangy and fruity berries in one creamy concoction.

From top: Natural Sea salt with dark chocolate, Rich Salted caramel, Fresh Strawberry with cranberry and Citrusy Yuzu with lemon

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 premium natural white lotus with less sugar for a more wholesome treat.

Undoubtedly the signature offering, *Mixed nuts and ham* 翡翠金华火腿 (\$38 / \$68 for box of two and four) is redolent of the fragrance of *jinhua* ham, which also adds a salty nuance to the lotus paste 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 (\$36/\$62 and \$38/\$68 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 (\$32/ \$58 for box of two and four).



From left: *Less sugar white lotus paste single yolk*, *Less sugar white lotus paste double yolk*, *Mixed nuts and ham*, *Less sugar white lotus paste with melon seed*

MOËT & CHANDON GEMS



Arguably one of the world’s most famous bubbly labels, the stellar vintages from this premium champagne house are presented in two divine creations; *Moët & Chandon Impérial* and *Rosé Impérial Champagne* mooncakes.

The ivory-hued Moët & Chandon Impérial delivers the characteristic fruity and aromatic notes of the label’s eponymous vintage which is infused in a white chocolate truffle enveloped by white lotus paste, while the lovely crimson *Rosé Impérial* rendition pairs the full-bodied tippie redolent of summer berries with the tropical flavours of lychee. Four of each handcrafted gem is packaged with a bottle 375 ml Moët Impérial Brut; a befitting choice tippie (\$128).

PROMOTIONS

Exclusively for DBS/POSB Cardmembers (for online purchases only):

- Early Bird Offer: 25% off (1 Aug – 13 Sep)
- 15% off (14 - 27 Sep)

Outlet Purchase:

- Early Bird: 20% off (21 Aug – 13 Sep)
- 10% off (14 - 27 Sep)

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

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

ABOUT CRYSTAL JADE GROUP

Founded in Singapore in 1991, Crystal Jade Culinary Concepts Holding is a well-known household name in Asia that is committed to preserving the rich traditions of Chinese cuisine through its specialty dining concepts ranging from fine dining restaurants and casual dining eateries to specialty bakeries.

Together, the group serves up a diverse menu of well-loved items such as *Lanzhou La Mian* and Shanghai favourites, Cantonese barbecue meats, noodles and congee, Hong Kong dim sum, as well as quality pastries and breads.

The award-winning group currently owns and operates over 120 outlets in 21 major cities with 22 diverse dining concepts across Asia Pacific and in the United States.

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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