

NEWS RELEASE
FOR IMMEDIATE RELEASE

CRYSTAL JADE GROUP CELEBRATES SG50 WITH EXCLUSIVE NEW DIM SUM AND LOCAL-INSPIRED *XIAOLONGBAOS*

Singapore, July 2015 – Crystal Jade Group of restaurants joins in the celebration of the nation’s 50th birthday with the launch of delectable limited edition *dim sum* and *xiaolongbao* creations, as well as attractive promotions.

Guests can look forward to indulging in exquisite cuisines executed with finesse and enjoying special treats at the stalwart restaurant group’s stable of restaurants island-wide.

All SG50 dishes and promotions will be available and valid from **1 July to 30 September**.

LOCAL FLAVOURS IN A *XIAOLONGBAO*

Available at Crystal Jade La Mian Xiao Long Bao & Crystal Jade Jiang Nan



From left: *Chilli crab xiaolongbao*, *Hainanese chicken rice xiaolongbao*

As a befitting nod to popular Singapore specialities, the chefs at Crystal Jade La Mian Xiao Long Bao and Crystal Jade Jiang Nan have conjured two tantalising dumplings; *Chilli crab xiaolongbao* 辣椒蟹小笼包 and *Hainanese chicken rice xiaolongbao* 海南鸡饭小笼包 (\$7.80 for 4 pieces, 2 pieces per flavour).

A blushing beauty with crimson skin, the *Chilli crab xiaolongbao* reveals chunks of crab meat in a punchy and spicy chilli-infused broth that tastes just like the real McCoy. Paired with a ginger paste, the Hainanese chicken rendition is a comforting nugget that unveils tender minced chicken thigh in a flavourful yet delicate stock.

For the SG50 promotion period, a steamer basket consisting a pair each of *Chilli crab xiaolongbao* and *Hainanese chicken rice xiaolongbao* will be priced at \$5 with a minimum spend of \$30 on a la carte food items.

NEW DIM SUM DELIGHTS

Available at Crystal Jade Palace Restaurant, Crystal Jade Golden Palace & Crystal Jade Dining IN

To be launched from 1 July : *Deep-fried Hokkaido milk custard, Steamed siew mai with caviar, Steamed siew mai with quail egg*

To be launched from 1 August : *Full bloom lotus paste & yam pastry, Fried chilli crab bun, Goldfish crystal dumpling, Chirpy chick pastry*



From left: *Fried chilli crab meat bun, Goldfish crystal dumplings, Full bloom lotus paste and yam pastry, Chirpy Chick pastry*

Savour a tempting range of seven dim sum items that has been crafted specially for SG50.

The ubiquitous dim sum item of *siew mai* is accented with a luxurious touch in *Steamed siew mai with caviar* 鱼子酱烧卖皇 (\$9.50 for 3 pieces) – each plump minced meat ball consists generous chunks of prawn and crowned with a small mound of caviar which adds a savoury *umami* dimension. Laced with a luscious egg white sauce, *Steamed siew mai with quail egg* 鹌鹑烧卖皇 (\$5.50 for 3 pieces) proffers a whole quail egg within a succulent mix of minced pork, black fungus and sweet diced chestnuts. Another savoury option is *Fried chilli crab meat bun* 辣椒蟹肉炸包 (\$5.50 for 3 pieces) – golden deep-fried *mantou* enveloping a piquant chilli crab filling.

Whimsical sweet treats in the form of goldfish and chicks will tickle more than just the taste buds! *Goldfish crystal dumpling* 奶皇金鱼饺 (\$5.50 for 3 pieces) are petite crystal dumplings with a rich salted egg yolk custard in the shape of goldfish – the attention paid to detail by the chefs can be seen from the precise outline of the fish fins. *Chirpy Chick pastry* 松子莲蓉鸡仔酥 (\$5.50 for 3 pieces) presents adorable little chicks made with a Chinese pastry crust and lotus paste filling.

Bite into crisp pillows of *Deep-fried Hokkaido milk custard* 凤城炸鲜奶 (\$8 for 5 pieces) which features a soft and creamy centre made with Hokkaido milk contrasted with a fragrant light batter. Pretty-in-pink, *Full bloom lotus paste and yam pastry* 莲蓉花芋酥 (\$5.50 for 3 pieces) is testament to the chefs' culinary prowess with its fine flaky pastry encasing a smooth lotus paste with pine nuts – each piece literally blooms into a flower when fried.

During the SG50 promotion period, customers will receive one complimentary new dim sum item with every order of two new dim sum.

MORE SG50 PROMOTIONS

Crystal Jade Kitchen

- a) Pay \$0.50 for 1 dim sum* item with every \$30 spent on a la carte food items

*Limited to 6 types of dim sum:

- Steamed chicken feet with Black Bean Sauce
- Steamed BBQ pork bun
- Steamed glutinous rice roll in teochew style
- Deep-fried vegetable & mushroom spring roll
- Pan-fried carrot cake with dried shrimp & preserved meat
- Baked mini bolo bun

- b) \$0.50 soup base* with minimum spend of \$60 on a la carte food items
(only available at Crystal Jade Zhongshan Mall)

*Limited to 3 types of soup base:

- Pork bone soup
- Superior broth soup
- Spicy soup in Szechuan style

Crystal Jade Korean Ginseng Chicken and BBQ

- a) 50% off Assorted BBQ meat combination / Beef platter with minimum spend of \$50 on a la carte food items
- b) \$12.90 Express Lunch Sets

For more information 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:

- *Terms and conditions apply to all SG50 promotions*
- *High-res images of SG50 promotional dishes and interior of Crystal Jade restaurants are available upon request via email.*

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