



MEDIA RELEASE
For immediate release

CRYSTAL JADE UNVEILS FIRST RESTAURANT IN UNITED STATES AT SAN FRANCISCO'S EMBARCADERO CENTER

Flagship Location Opens on 18 November 2014
Offering Authentic, Regional Asian Dishes amidst Opulent Surroundings



SAN FRANCISCO, CA (20 October 2014) – Singapore-based Crystal Jade Culinary Concepts Holding announced today the opening of its first restaurant outside of Asia. Crystal Jade Jiang Nan will open to the public on 18 November following a \$14 million dollar renovation in the heart of San Francisco at Four Embarcadero Center. San Francisco's Crystal Jade Jiang Nan will serve as the company's United States flagship with 16,000 square feet of indoor and 4,000 square feet of outdoor space serving lunch, cocktails and dinner as well as offering private event spaces and a to-go concept.

"Crystal Jade is looking forward to opening our United States flagship restaurant in San Francisco," said Mr. Ip Yiu Tung, CEO of Crystal Jade Culinary Concepts Holding. "The City has been extremely welcoming and we are dedicated to bringing authentic, quality Chinese food to contemporary audiences. I look forward to doing the same for the Bay Area's demanding food palates."

L Capital Asia, private equity arm of LVMH has invested in Crystal Jade in May this year to accelerate the company's international expansion efforts. Much of the activity will surround enhancing the wine portfolio and adapting the beverage menu to certain markets. Crystal Jade is the first food and beverage firm that L Capital Asia has invested in, and the third investment overall. L Capital Asia Managing Partner Mr. Ravi Thakran shared his enthusiasm, saying "Over the last two decades, Crystal Jade has established itself as a household name for Chinese cuisine across Asia, appealing not only to the Chinese, but also consumers of other ethnicities across multiple geographies extending from Japan through India. Very few Asian brands have gained such

widespread recognition and international appeal. We are extremely proud to bring the Crystal Jade experience to the American market, and see this flagship location in San Francisco a strong foundation for a new chapter in the brand's illustrious history."

The group currently owns and operates outlets in 21 cities with 22 dining concepts across Asia and is eager to bring its fine dining highlighting traditional Cantonese and Southern Chinese Jiang Nan cuisine to the United States. San Francisco renowned restaurateur Gus Murad joins the venture to tailor the worldwide culinary experience to the San Francisco audience.

"We are offering a truly unique dining experience to San Francisco, by bringing the fine art of Chinese cuisine with exceptional food and excellent customer service in an ambient setting to the city," said Murad. "It is a thrill to bring the combination of a collective culinary team along with the generations-old traditions to a vibrant new audience."

Dining & Drinks

Tapping into San Francisco's growing preference for authentic Asian flavors, the new Crystal Jade Jiang Nan in San Francisco will serve authentic regional dishes from south of the Yangtze River. Jiangnan is home to four of the eight culinary traditions of China, which include Sichuan, Jiangsu, Hunan and Zhejiang cuisines. The restaurant will also serve Cantonese roasted items. On weekends, Crystal Jade Jiang Nan will offer dim sum brunch along with an ala carte menu.

Crystal Jade Jiang Nan's menu demonstrates the brand's continued focus on delivering authentic, quality Chinese food for a contemporary audience and will include items such as Xiao Long Bao, Spicy & Sour Seafood Chowder "Sichuan" Style, and Wood Oven Roasted Duck. The menu is created collaboratively amongst the talented culinary team of 35 culinary professionals. A full bar and wine program will also be available.

Design

The cavernous indoor space of 16,000 square feet and outdoor terrace of 4,000 square feet has been expertly designed by San Francisco-based interior designer Ken Fulk, who was inspired by the natural beauty of China's Jiang Nan region, which echoes the San Francisco restaurant's magnificent waterfront location on the Embarcadero. The expansive dining room overlooking the bay is outfitted with river-washed stone floors and gray cerused oak. Naturally, Fulk has added his signature dapper touches with British-Chinese exports, Chinoiserie wallpaper, English Regency furniture and brass accents throughout as a nod to the great multicultural tradition of San Francisco. The impressive bar evokes an English Gentleman's Club with deep mahogany walls, rich marble and brass detailing, topped with a canopy of royal silk mimicking a great Chinese sailing vessel.

Outdoors, the terrace is understated, allowing the remarkable view to steal the show.

The restaurant's main dining room, Jiang Nan, will seat 308 diners amid 4,600 square feet. Design elements such as the cerused oak and river-washed stone will seek to evoke the large geography south of China's majestic Yangtze River. The Jiangnan region is characterized by beautiful scenery, lush greenery, quaint water towns and classic Chinese architecture.

The Liu Ling bar and lounge was inspired by China's historical figure-Liu Ling, who hailed from the Third kingdom's era (AD 220-280) and comfortably accommodates 223 in the bar and adjoining lounge. Liu Ling was one of the seven sages of the bamboo grove - a group of scholars, intellectuals and musicians who retreated into a bamboo grove to escape stifling imperial court life and the politically corrupt fraught administration. His love for spirits and eccentricity spurred the creation of his most reputable poem 'In Praise of the Virtue of Wine,' which advocated a carefree lifestyle and the appreciation of wine. His obsessions for inebriants along with many frequently quoted folk tales on him are still reminisced by many even in modern times.

Tucked behind the Liu Ling Bar, The Xiao is a petite lounge appointed in high style and named after Empress Xiao (581-618AD), known for her stunning beauty and intelligence. During times of war, Empress Xiao enchanted six emperors including her last husband, Emperor LiShimin - TANG TAIZHONG, whom she married at the age of 50, 17 years her junior. The room exudes an intimate quietude, a nod to her avid love for reading and knowledge. It is the perfect setting for intimate and special gatherings. In this room, soft colors meet comfortable low seating including a vast linen couch and high backed velvet chairs. Chinoiserie wallpaper adorns the walls along with British-Chinese exports which bring the room into geographic focus, highlighting the feeling of the Jiang Nan region. The room can accommodate up to 20 guests.

The Flower Rain Terrace (Patio) will feature 1,150 square feet of outdoor space at Crystal Jade and capacity for 232 overlooking the Ferry Building, Embarcadero and Bay Bridge. Legend has it that during AD 464-549, an enlightened monk named Yun Guang conducted Buddhism teachings and chants to the masses on one of Jiang Nan's hilltop. The session went on for days and moved Buddha, where flowers rained continuously across the area. The beautiful sighting bestowed upon the area led to the subsequent naming for the hilltop, Yu Hua Tai.

Local business people and those passing through the Embarcadero Center will appreciate Singapore To-Go, a casual take away counter-offering array of Asian tastes served conveniently, from Cantonese cuisine to Singapore delights.

About Crystal Jade Culinary Concepts Holding

Founded in Singapore 1991, Crystal Jade Culinary Concepts Holding has become a household name in Asia. The group operates 22 dining concepts from fine dining restaurants to casual dining, bakeries, in 21 cities across Asia. Acquired in May 2014 by L Capital Asia, the Asian private equity fund sponsored by LVMH Moët Hennessey Louis Vuitton. The award-winning F&B Company has established a strong presence across the Asia Pacific. At the heart of its success is its focus on delivering a great dining experience with authentic Chinese cuisine and exceptional food quality. With a staff of more than 4,500 worldwide, Crystal Jade serves more than two million diners every month. For more info, visit www.crystaljade.com

About Crystal Jade Jiang Nan

Serves as Crystal Jade Culinary Concepts Holding's United States flagship with 16,000 square feet of indoor and 4,000 square feet of outdoor space serving lunch, cocktails and dinner as well as offering private event spaces and a to-go concept. The restaurant is designed by the renowned Ken Fulk and offers exceptional and authentic regional dishes from south of the Yangtze River, created by a team of 35 culinary professionals. For more information or to make a reservation, please visit us.crystaljade.com

For hi-res visuals and media enquiries, please contact:

Crystal Jade Culinary Concepts Holding

Catherine Fenelon,
Business & Brand Development Manager
E: Catherine.fenelon@crystaljade.com
Business : +1 (415) 399 1200