



NEWS RELEASE FOR IMMEDIATE RELEASE

A DELECTABLE REFRESHED MENU REFRESHED LOOK AWAITS AT CRYSTAL JADE KITCHEN

Singapore, September 2016 – Established well-loved local brand Crystal Jade Kitchen is pleased to unveil an updated look with its new outlet at The Centrepoint, as well as a refreshed menu comprising mouth-watering perennial favourites and new dishes that promises to delight the young and old.

Through generations, this stalwart casual-dining restaurant has been nourishing the souls and tummies of customers with its extensive repertoire of traditional Cantonese *dim sum*, noodles and congee, specialty dishes and more. Meticulously-curated to encompass quintessential specialties; some brought back by popular demand as requested through customers, the menu now boasts the best of timeless classics and some modern interpretations at value-for-money prices.

DIM SUM, ROAST MEATS AND NOURISHING SOUPS



From left: Deep-fried mango prawn roll, Deep-fried salted egg shrimp with Cheong fun, Double-boiled soup of the day & Crystal Jade signature pork belly

Besides ubiquitous items such as different steamed *cheong fun*, or rice rolls, with various fillings (\$4.80 to \$5.80), *Ha kau* 水晶鲜虾饺 (\$5.80 for 4 pieces), *Siew mai with crab roe* 蟹皇蒸烧卖 (\$5.80 for 4 pieces) and *Pork rib with black bean sauce* 豉汁蒸排骨(\$4.80), customers can now savour two other moreish bites. *Deep-fried salted egg shrimp with cheong fun* 金沙虾仁脆裹肠粉 (\$6.80) is a multi-textured creation with salted egg roe and shrimp within a dough fritter wrapped with a delicate rice roll layer. An old favourite that graces the menu once more, *Deep-fried mango prawn roll* 芒果沙律虾卷 (\$5.80 for 3 pieces) is a golden crisp panko-crusted spring roll brimming with the winning combination of shrimp, mango cubes and creamy mayonnaise.

Besides the traditional types of roast meats, Crystal Jade Kitchen is pleased to offer its rendition of *Signature pork belly* 翡翠烧肥叉 (\$15.80); an unctuous slab of pork belly marinated overnight in a proprietary sauce which is then roasted to perfection with bastings of honey glaze.

An excellent accompaniment to any meal, Crystal Jade Kitchen's *Double-boiled soup of the day* 住家式每日 靓汤(\$16.80 per portion, available from Monday to Friday)are prepared with quality ingredients and simmered for a minimum of seven hours to render a bowl of unadulterated goodness. *Pork shoulder with radish and carrot soup* 青红罗卜煲猪铮,*Lotus root with spare ribs and cuttlefish* 章鱼莲藕煲唐排 and *Pork shoulder with arrowroot soup* 粉葛赤小豆煲猪铮 are some comforting options.

NOODLES AND CONGEE





Handmade pork meatball congee & Braised pork trotters with fermented beancurd noodle

Seek no further than Crystal Jade Kitchen for a dependable and tasty range of one-dish meals.

Braised pork trotters with fermented beancurd noodle 南乳猪手面 (\$9.80) pairs flavourful stewed pork trotters in a tantalising fermented beancurd sauce paired with all dente springy noodles; made according to a unique recipe, while plump handmade wantons and shrimp dumplings crown bowls of the same noodles in a light broth (\$8.80 & \$9.80 for dry and soup renditions respectively).

Slow-cooked laboriously using top quality rice, the smooth and velvety Hong Kong-style congee is presented with a myriad ingredients. *Handmade pork meatball congee* 手打猪肉丸粥 (\$9.80) consists large 'hand-beaten' meatballs with bite in the Cantonese-style porridge while *Traditional Sliced grass green carp fish congee* 生滚鲩鱼片粥 (\$8.80) *Mixed pork giblet congee* 状元及第粥 (\$9.80) are some delicious choices that remain on the menu.

WOK-FRIED SPECIALTIES, LIVE SEAFOOD AND RICE & NOODLES







From left: Smoked Chinese yam with whole garlic, Steamed minced pork patty with salted fish and water chestnut & Braised vermicelli with shredded duck and preserved vegetable

Savour home-cooked flavours from a tempting range of wok-fried specialties that are expertly-executed a la minute upon order.

Partake in hearty communal dishes such as *Braised pork belly with preserved vegetable in Hakka style* 客家梅菜扣肉 (\$16.80), *San Bei chicken* 沙煲三杯鸡球 (\$12.80), *Steamed minced pork patty with salted fish and water chestnut* 咸鱼马蹄蒸肉饼, as well as a fragrant *Smoked Chinese yam with whole garlic* 蒜子山药 (\$14.80) which features well-caramelised batons of Chinese yam redolent of 'wok-hei' or breath of the wok.

According to customers' preferences, pristine live seafood ranging from prawns, Marble goby and Red Tilapia can be prepared in various ways including poached, sautéed, steamed and also braised in a claypot.

Other than different variations of fried rice, highly-recommended noodle items include *Wok-fried noodle* with beef 牛肉炒面 (\$14.80), *Braised E-fu noodle with eggplant and minced pork* 渔香茄子焖伊面 (\$14.80), and Crystal Jade's signature *Braised vermicelli with shredded duck and preserved vegetable* 渔香茄子焖伊面 (\$14.80); a firm favourite that embodies simplicity at its best.

DESSERTS







Herbal jelly, Black sesame glutinous rice dumpling with grated nuts & Mango purée with sago and pomelo

Classic Cantonese desserts provide a befitting sweet ending to any meal at Crystal Jade. Customers can take their pick from homemade *Herbal jelly* 龟苓膏 (\$4.80), *Mango purée with sago and pomelo* 杨枝甘 (\$4.80) and *Black sesame glutinous rice dumpling with grated nuts* 擂沙汤丸(\$4.80) among others.

REFRESHED INTERIORS



Crystal Jade Kitchen at The Centrepoint spots a breezy contemporary-style interior characterised by oriental-chic lattice dividers, a juxtaposition of tile and timber flooring, as well as sleek modern furnishings and lighting.

Note to editors:

- All prices are subject to 10% service charge and prevailing GST.
- High-res images of Crystal Jade Prestige's new dishes and restaurant interior are available upon request via email.
- Alternatively, images can be downloaded at: https://www.dropbox.com/sh/sjctspg51mmdb18/AADfe79XUAqyIpIcyLA3jCcQa?dl=0

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 such as *xiao long bao*, Cantonese barbecued meats, noodles and congee, Hong Kong dim sum, as well as quality pastries and breads.

The award-winning group currently owns and operates over 100 outlets in 22 major cities with diverse dining concepts across Asia Pacific and in the United States.

Recently, Crystal Jade Golden Palace was awarded MICHELIN One-Star in the inaugural edition of the MICHELIN Guide Singapore 2016.

FACT SHEET

Opened 18 August 2016

Address 176 Orchard Road, #03-43, The Centrepoint, Singapore 238843

Telephone 6734 9420

Operating Hours 11:30am to 10pm - Monday to Friday

11am to 10pm - Saturday, Sunday and Public Holidays

(last order at 9:30pm)

Size 330 square metres

Seating Capacity 120 pax

Payment Cash / NETS / Mastercard / Visa / AMEX
Hashtag #crystaljadesg #crystaljadekitchen

For more information or assistance, please contact:

Sixth Sense Communications & PR Consultancy

Loh Hsian Ming Rachel Xie

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