

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

CELEBRATE DRAGON BOAT FESTIVAL WITH CLASSIC AND NEW DUMPLING FLAVOURS FROM CRYSTAL JADE

Available from 13 May to 9 June 2016

Singapore, April 2016 – This Dragon Boat Festival, Crystal Jade is launching four different tantalising dumpling options that will appeal to young and old. Expertly hand-wrapped and brimming with choice ingredients, these fragrant parcels plump with quality glutinous rice make exceptional picks for enjoying with family or for sole enjoyment.

Customers can place their orders or purchase the selection of dumplings directly at all Crystal Jade restaurants and bakery outlets.



Black rice dumpling with baby abalone & Deluxe rice dumpling with conpoy

NEW! Black rice dumpling with baby abalone 鴨皇紫米鮑魚肉粽 \$12.90

Made with a mix of white and black glutinous rice, this dark beauty envelopes a rich variety of ingredients which imparts a robust and complex flavour to the dumpling. Available in limited quantities only, each dumpling is studded with baby abalone, roast duck pieces, sweet chestnuts, salted egg yolk and mung beans.

NEW! Deluxe rice dumpling with conpoy 瑶柱裹蒸粽 \$16.90

Infused with the aroma and flavor of the sea from the conpoy or dried scallop, this premium rendition comprises a generous combination of three kinds of meat; succulent pork belly, roast duck, roast pork, as well as salted egg yolk, mung beans and chestnuts.

Rice dumpling with pork 五香咸肉粽 \$6.90

A perennial favourite, this classic dumpling features succulent pork belly cubes stir-fried with five-spice powder, salted egg yolk, chestnuts, and mung bean; a quintessential ingredient in Cantonese-style renditions.

Rice dumpling with red bean paste 红豆沙碱水粽 \$4.90

Revealing a smooth and sweet red bean paste within, this unassuming petite 'kee' dumpling is well-loved by many.

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 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 20 countries with diverse dining concepts across Asia Pacific and in the United States.

In 2014, L Capital Asia; the private equity arm of LVMH Moët Hennessey Louis Vuitton, officiated a 90% stake buy in Crystal Jade while in June 2015, Standard Chartered Private Equity (SCPE) announced its almost S\$70 million investment in the group as well.

Note to editors:

- All prices are subject to GST.
- High-res images of dumplings are available upon request via email.

For more information or assistance, please contact:

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