

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

PARTAKE IN CRYSTAL JADE'S HEARTY RICE DUMPLINGS THIS DRAGON BOAT FESTIVAL

Available from 8 to 30 May 2017

Singapore, April 2017 – This Dragon Boat Festival, Crystal Jade will be retailing four tempting varieties of rice dumpling. Laboriously hand-wrapped and brimming with choice ingredients, these fragrant parcels plump with quality glutinous rice make exceptional picks for enjoying with family or as befitting gifts.

Customers can place their orders on the e-store (www.crystaljade.com/e-store) from 4 May and collection of orders can be made from 8 May. Alternatively, purchases may also be made at all Crystal Jade restaurants and bakery outlets from 8 May 2017.

During the promotion period, Jadeite members, DBS/POSB and Standard Chartered cardmembers enjoy a 10% discount on all rice dumplings.



NEW! Roast duck salted egg rice dumpling 咸蛋栗子鸭粽 \$7.80

An unassuming option, this new pick comprises chunks of Crystal Jade's popular roast duck, pork belly, chestnuts, salted egg yolk and mung beans amid fragrant grains of glutinous rice.

NEW! Premium rice dumpling with abalone 极品鲍鱼囊蒸粽 | \$18.80

An indulgent treat, this luxe rendition envelopes a rich variety of ingredients which imparts a robust flavour. Available in limited quantities only, each rice dumpling comprises a 22-head braised abalone, roast duck, roast pork, conpoy, sweet chestnuts, salted egg yolk and mung beans.





Mini roast pork salted egg rice dumpling & Five-spice pork rice dumpling

Mini roast pork salted egg rice dumpling 咸蛋烧肉一口粽 | \$15.80 for 5

Infused with the aroma of roast pork, each petit parcel is also studded with mushrooms, mung beans and salted egg yolk. Sold in a bundle of five mini rice dumplings, these also make a perfect meal-in-one!

Five-spice pork rice dumpling 五香咸肉粽 \$7.80

A perennial favourite, this classic rice 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.

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 select rice dumplings are available upon request via email.

For more information or assistance, please contact:

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