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## **Crystal Jade to unveil Shanghai Disneyland concept and new outlets in 9 cities** Restaurant group also announces further expansion plans in IndoChina and South Korea

*Singapore, 27 May 2016* – In line with its strategy to extend the brand's footprint further into Asia, Crystal Jade Culinary Concept Holdings (Crystal Jade) has confirmed the launch of at least 14 new restaurants; with franchisee partners, across 9 cities in China, Cambodia, Hong Kong, Myanmar, Vietnam and South Korea by the end of the year.

Since the announcement of two global franchisee signings in Vietnam and China earlier this year, the established premier food and beverage restaurant group has been consistently launching new restaurants in these two countries.

Said James Quek, COO of Crystal Jade, "We are excited to welcome guests at Crystal Jade Garden of Dreams in Disneytown, Shanghai Disneyland when it opens next month. With a forecast of 10 million visitors a year; almost half of whom are Shanghainese, we hope to impress the locals and foreign visitors alike, with Crystal Jade's distinct brand of service and extensive menu offering."

### **Shanghai - Crystal Jade Garden of Dreams, Shanghai Disneyland to open next month in June**

Upcoming next month is the much-anticipated Crystal Jade Garden of Dreams in Disneytown, Shanghai Disneyland.

Amid an expansive 19,000 square feet elegant setting that aims to impress, patrons can look forward to a dining experience that combines impeccable service and expertly-executed and artfully-presented dishes that run the gamut of authentic Cantonese classics, to popular Singapore specialties such as *Chilli crab* and *Hainanese chicken rice*. Four whimsical kids' set meals have also been designed for the little ones' dining pleasure. Four private dining rooms; one seating up to 16, are also available for larger groups and gatherings.

Crystal Jade Garden of Dreams is easily accessible via the Shanghai metro line and is a short leisurely two-minute stroll from the west entrance of Shanghai Disneyland.

### **Beijing**

Besides Crystal Jade La Mian Xiao Long Bao that has recently opened at the trendy lifestyle and shopping destination Taikoo Li Sanlitun, a Crystal Jade Kitchen operated by the group's franchisee HMSHost (Huazhou) will also be up and running by end May at Terminal 3 of the Departure Hall of Beijing airport.

## **South Korea**

Besides two restaurants that unveiled in Busan and Seoul earlier this year, three more brands; Crystal Jade Express (Gimhae), Crystal Jade Dim Sum (Seoul) and Crystal Jade Shanghai Delight (Busan), are slated to open later this year, bringing the total number of outlets in South Korea to 22.

## **Hong Kong**

Serving up Northern Chinese and Cantonese specialities such as handmade noodles and *xiao long bao*, Crystal Jade Jiangnan is set to open at Tai Yau Plaza, Wanchai in July 2016.

## **Vietnam**

With the franchise agreement inked between Crystal Jade and Golden Gate Group, Vietnam in February, three Crystal Jade Kitchen openings are in the pipeline for the month of July in Ho Chi Minh's malls; AEON, Liberty Centre and Saigon Centre.

## **Cambodia & Myanmar**

Expected to open in the 3rd quarter of 2016 at the new Yangon International Airport Terminal 2, Crystal Jade Kitchen will be the group's first outpost in Myanmar. Fine dining brand Crystal Jade Palace restaurant will be launched at the Sedona Hotel Yangon later this year.

In Cambodia, Crystal Jade Kitchen will soon be serving customers at Siem Reap's T-Galleria Mall by end June.

## **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 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 100 outlets in 20 major cities with 20 diverse dining concepts across Asia Pacific and in the United States.

*\*Note to editor: Select hi-res visuals of overseas outlets are available upon request.*

For more information or assistance, please contact:

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