



FINE 尚品 FOODS

For Immediate Release

## **Sourcing the finest ingredients for delectable Chinese New Year treats Fook Lam Moon Fine Foods offers epicureans the exceptional tastes to enjoy at home**

(Hong Kong, 11 January, 2016) – Adhering to the group’s guiding principles of creating the finest with premium ingredients, Fook Lam Moon Fine Foods is delighted to present its five types of sought-after traditional Chinese New Year Cakes to celebrate the Year of Monkey. A fine selection of top-notch gourmet items in various assortments have also been curated by experienced sourcing experts. With the debut of gourmet shop, Fook Lam Moon Fine Foods introduces exclusive abalone cooking service, delighting customers’ palate by offering the authentic taste of Fook Lam Moon to savour at home.

### **Five types of Chinese New Year Cakes to welcome the Year of Monkey**

**Glutinous Rice Cake** has the perfect balance between sugar and coconut milk, creating a sweet but not greasy flavour with a smooth yet chewy texture. For the health-conscious diners, Fook Lam Moon Fine Foods has particularly scaled down on sugar level for a guilt-free experience when sharing with friends and family.

**Turnip Cake with Cured Meat** is made with local turnip from the New Territories, hand-cut into pieces like chopsticks to retain the crisp texture of turnip. The chef has also added local produced quality dried shrimp, preserved sausages and cured meat, evenly-diced before a quick fry in the wok, so that customers can taste the freshness in every single bite.

**Taro Cake with Cured Meat** is made with a special recipe. Other than using diced local-grown fresh taro, the chef has also included fermented bean curd which the ingredients complement each other impeccably for an aromatic and flavourful taste.

Made with handpicked Xinjiang jujubes and Chinese dates, **Guo Fu Lou Jujube Cake** is clearly one of the wholesome options. Under sufficient sunlight in Xinjiang, the jujubes grow plumper with a stronger flavour and abundant nutrition. Combining with a hint of sour from the Chinese dates and prime ratio of coconut milk and other ingredients, the tantalizing cake carries extra rich layers of flavours.

Another healthy option for the sweet tooth is the **Water Chestnut Cake**. Made with local fresh water chestnuts and Korean grain sugar, the cake brings out the sweetness of the water chestnut while remaining its unique taste and crunchiness.

These five traditional cakes are made freshly every day without any preservatives, and is priced at HK\$300 each (1,000g).



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Glutinous Rice Cake



Turnip Cake with  
Cure Meat



Taro Cake with  
Cured Meat



Guo Fu Lou  
Jujube Cake



Water Chestnut Cake

### Outstanding New Year hamper for a special blessing

Wishing families, friends and business associates a wealthy and prosperous year ahead with Fook Lam Moon Fine Foods Chinese New Year Hampers. The elegant festive hampers contains a wide array of exquisite dried delicacies sourced by experienced chefs including plump and aromatic **Chinese mushrooms**, **Mixed preserved sausages** made by a perfect proportion of quality pork and duck livers, the top-grade medium-sized **Premium Japanese dried scallops** from Soya in Hokkaido and the quintessential **dried Yoshihama Abalones**.

### Exclusive Abalone Cooking Service

To accommodate discerning customers, Fook Lam Moon Fine Foods offers professional abalone cooking services for customers who purchase Japanese dried abalones. Preparing by experienced chefs with sublime culinary skills, customers can enjoy the irresistible taste of Fook Lam Moon's signature abalones at ease. Cooking charge varies with the size of abalones, priced from HK\$150/pc (31-41 heads) to HK\$250/pc (21-30 heads).



#### **CNY Hamper (HK\$1,888)**

- Premium Aged Pu-er
- Premium Dried Mushroom (300g)
- Turnip Cake
- Glutinous Rice Cake
- Mixed Preserved Sausages (600g)
- Signature XO Sauce
- Nom Nom Caramel Sea Salt Cookies with Nuts
- Assorted French Nougat



#### **Premium Hamper (HK\$2,888)**

- Premium Dried Mushroom (300g)
- Premium Dried Scallop (600g)
- Turnip Cake
- Glutinous Rice Cake
- Mixed Preserved Sausages (600g)
- Signature XO Sauce
- Nom Nom Caramel Sea Salt Cookies with Nuts
- Assorted French Nougat



#### **Grand Hamper (HK\$3,988)**

- Premium Dried Mushroom (300g)
- Premium Dried Scallop (600g)
- Turnip Cake
- Glutinous Rice Cake
- Mixed Preserved Sausages (600g)
- Signature XO Sauce
- Nom Nom Caramel Sea Salt Cookies with Nuts
- Dried Yoshihama Abalone 41 heads (6 pcs)
- Assorted French Nougat



#### **FLM Hamper (HK\$5,288)**

- Phoenix Oolong (Peach Fragrance)
- Premium Dried Mushroom (300g)
- Premium Dried Scallop (600g)
- Premium Dried Black Moss (75g)
- Turnip Cake
- Glutinous Rice Cake
- Mixed Preserved Sausages (600g)
- Signature XO Sauce
- Nom Nom Caramel Sea Salt Cookies with Nuts
- Dried Yoshihama Abalone 38 heads (6 pcs)
- Assorted French Nougat



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### **Early bird offer and ordering details**

Fook Lam Moon Fine Foods has also launched an early bird offer for customers who order cakes and hampers from now until 24 Jan. With a purchase of 3 cakes or more, customers are entitled to 10% off and a complimentary box of 8 pcs Belgian chocolate (worth \$260) will be given out for every purchase of 5 cakes or more (while stock lasts). A 5% discount will also be applied for any hamper purchase.

Convenient delivery service is provided to online customers. Free delivery service is available for purchases upon HK\$2,500. Please visit the designated outlets or visit Fook Lam Moon Fine Foods' website [www.flmfinefoods.com](http://www.flmfinefoods.com) to order, or call the customer hotline +852 3423 0388 for enquiry. From 25 January onwards, customers can redeem their order with voucher at the outlets below.

Order and redemption locations:

#### **Fook Lam Moon Fine Foods**

Shop 2, 35-45 Johnston Road, Wanchai  
Tel: (852) 2363 8810

#### **Fook Lam Moon (Hong Kong)**

Shop 3, 35-45 Johnston Road, Wanchai  
Tel: (852) 2866 0663

#### **Fook Lam Moon (Kowloon)**

53-59 Kimberley Road, Tsim Sha Tsui  
Tel: (852) 2366 0286

#### **Guo Fu Lou**

LG2, The Empire Hotel, 33 Hennessy Road, Wanchai  
Tel: (852) 2861 2060

High resolution photos are available for downloading at the following link:

<https://www.dropbox.com/sh/I58mpqvia65gnna/AAB9EH2dkxU6PZszlYKJEAZqa?dl=0>

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### **About Fook Lam Moon Fine Foods**

Created as a new product business division in 2013 to celebrate the 65<sup>th</sup> Anniversary of Fook Lam Moon, Fook Lam Moon Fine Foods draws upon the sublime skills and dedication of the Fook Lam Moon Chefs de Cuisine, and integrates their culinary artistry with the latest in technology and food science in order to bring the finest food and beverage products to the retail consumers. Equipped with a state-of-the-art food creation centre granted with ISO22000 and HACCP food safety qualifications, Fook Lam Moon Fine Foods delivers a premium range of high-quality gastronomic products to retail customers while ensure the most rigorous standards of food safety and hygiene.

The first gourmet shop was debuted in 2015 summer. Indulging discerning gourmands with an exceptional range of own branded products and exclusively sourced gastronomic products from all over the world, Fook Lam Moon Fine Foods is a secret garden and a place for fine gifts selection for epicureans.

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