



FINE 尚品 FOODS

Press Release

Fook Lam Moon Fine Foods Presents Quintessential Tastes of Excellence and Launches the Classic Taste of Assorted Nuts Mooncake



(Hong Kong, 17 July 2018) – In celebration of **Fook Lam Moon's** 70th Anniversary, **Fook Lam Moon Fine Foods** debuts the traditional **Assorted Nuts Mooncake**, a classic taste that symbolize completeness and harmony. The **five kernels** of the mooncake include pumpkin seeds, walnuts, white sesames, almonds and olive kernels. The nuts are mixed with dried winter melon, candied kumquats and golden syrup to provide a delectable filling that is well-balanced yet full of texture and then baked with the brand's signature crust made with Pu'er tea.

Classic Double Yolks Mooncake

Double Yolk Lotus Seed Paste Mooncake is Fook Lam Moon's best loved choice over the years. The optimal ratio of ingredients and traditional recipe are highlighted with the addition of Pu'er tea in making a golden crust fused with the subtle aroma of the tea. The coveted cake filling is in a class of its own, using only the finest Xiangtan lotus seeds, premium salted egg yolks and large olive kernels, the classic mooncake reprises the time-honoured tradition and culinary artistry.

Aged Mandarin Peel and Red Bean Paste Mooncakes with Yolk

Made with high-quality fragrant aged mandarin peel from Xinhui and best Tianjin red bean for making the creamy red bean paste, together with the golden salted egg yolk, the exquisite flavour gives your taste buds fond memories of the traditional taste. By popular request from last year, we put together a gift box of this enticing mooncake of its own.

Mini Golden Egg Custard Mooncakes

The rich and aromatic egg custard mooncake has become one of the most sought-after since its launch in 2014. This delectable mooncake has a delicate crust with velvety filling and is made with a unique blend of perfectly proportioned ingredients including premium butter and milk from New Zealand, and hand-picked salted egg yolks.



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Gift Sets and Hampers

In celebration of the Mid-Autumn Festival, Fook Lam Moon Fine Foods presents nicely curated gift sets and prestigious gift hampers in elegant packaging for connoisseurs to share the joy of festivity with families, loved ones and business associates. This year, we especially include our new classic Assorted Nuts mooncake that symbolizes completeness and harmony into the Gift Sets.

Early Bird Offer

The selection of mooncakes and hampers are now available for pre-order. Customers who make their purchase from our outlets or online store at www.flmfinefoods.com before 26 August 2018 are entitled to an early-bird discount of 10% off and more than 20% discount for a purchase of 30 boxes or more.

For enquiries and ordering, please visit the following outlets or call the Customer Service Hotline at 3423 0388.

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| Fook Lam Moon (Hong Kong) | 35-45 Johnston Road, Wanchai, Hong Kong Tel: +852 2866 0663 |
| Fook Lam Moon (Kowloon) | 53-59 Kimberley Road, Tsim Sha Tsui, Kowloon Tel: +852 2366 0286 |
| Guo Fu Lou | Pavilion at The Murray, Hong Kong, 22 Cotton Tree Drive Tel: +852 3468 8188 |
| Fooklore | LG2, Empire Hotel, 33 Hennessy Road, Wanchai, Hong Kong Tel: +852 2861 2060 |

High resolution photos are available for downloading at the following link:
https://www.dropbox.com/sh/fat3dbn7br06jsl/AABSutsxei_Lc4xq2QI_DiaVa?dl=0

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2018 Fook Lam Moon Fine Foods Mooncakes, Gift Sets and Hampers



Classic White Lotus Seed Paste Mooncakes with Double Yolks (4 pcs) - HK\$680



Aged Mandarin Peel and Red Bean Paste Mooncakes with Yolk (6 pcs)- HK\$680



Fook Lam Moon Classic Moon Cake Gift Box - HK\$680

- Classic White Lotus Seed Paste Mooncakes with Double Yolks (2 pcs)
- Classic Golden Lotus Seed Paste Mooncakes with Double Yolks (2 pcs)



Mini Golden Egg Custard Mooncakes (8 pcs) - HK\$450



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Grand Gift Set - HK\$1,080

- Classic White Lotus Seed Paste Mooncake with Double Yolks (1 pcs)
- Classic Golden Lotus Seed Paste Mooncake with Double Yolks (1 pcs)
- Assorted Nuts Mooncakes (2 pcs)
- Aged Mandarin Peel and Red Bean Paste Mooncake with Yolk (2 pcs)
- Mini White Lotus Seed Paste Mooncakes (2 pcs)
- Mini Aged Mandarin Peel and Red Bean Paste Mooncakes (2 pcs)

Premium Pu'er Tea Leaves (2 tael)



Premium Gift Set - HK\$650

- Assorted Nuts Mooncakes (2 pcs)
- Mini White Lotus Seed Paste Mooncakes (2 pcs)
- Mini Aged Mandarin Peel and Red Bean Paste Mooncakes (2 pcs)



Grand Hamper - HK\$3,988

- Grand Gift Set
- Mini Golden Egg Custard Mooncake Gift Box
- FLM Fine Foods XO Sauce (1 jar)
- FLM Fine Foods Caramelized Walnuts (1 box)
- FLM Fine Foods Roasted Cashews (1 box)
- Year 2002 Premium Pu'er Tea Cake (1 pcs)
- Domaine Anne Gros and Jean-Paul Tollot, AOC Minervois Les Fontanilles 2015 (1 bottle)
- Winzersekt, Ortega Beerenauslese 2005 (1 bottle)
- cha.ke.li Tea Chocolate (20 pcs)



Premium Hamper - HK\$1,988

- Classic Mooncake Gift Box
- Mini Golden Egg Custard Mooncake Gift Box
- FLM Fine Foods Caramelized Walnuts (1 box)
- FLM Fine Foods Roasted Cashews (1 box)
- Winzersekt, Ortega Beerenauslese 2005 (1 bottle)
- cha.ke.li Tea Chocolate (9 pcs)