



FINE 尚品 FOODS

For Immediate Release

## In Celebration of the New Year and Fook Lam Moon's 70th Anniversary Fook Lam Moon Fine Foods debuts Festive Snacks

(Hong Kong, 5 January 2018) – As Chinese New Year approaches and in celebration of the 70<sup>th</sup> Anniversary of Fook Lam Moon, Fook Lam Moon Fine Foods debuts a series of festive snacks for food lovers to enjoy at home. In addition, five types of classic Chinese New Year cakes and festive hampers continue to be on offer for the festive season. .

### Five types of Chinese New Year Snacks

**Walnut Sesame Balls (\$98)** – made with traditional recipe and techniques, this festive snack is crunchy with walnuts bits filling and is particularly popular at Chinese New Year.

**Fried Arrowhead Chips (\$98)** – a delicious snack prepared with the finest vegetable oil. By accurate control of the oil temperature and cooking time, the chips are crispy but not greasy.

**Roasted Cashews (\$188)** – the signature roasted cashews are cooked by our experienced chefs and is one of irresistible festive snacks loved by everyone.

**Caramelized Walnuts (\$188)** – one of our most popular products, the sesame covered walnuts are lip-smacking.

**Nougat Candies (\$138)** – soft and chewy nougat with peanuts and topped with a thin layer of chocolate, this sweet treat is one of the must for the Chinese New Year “Candy Box”.

**Snack Gift Box (\$398)** – includes the signature festive snack items: walnut sesame balls, fried arrowhead chips and nougat candies, in an elegant gift box.





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### Five types of Traditional Chinese New Year Cakes

**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 yet retaining the classic taste.

**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, **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\$330 each (1,000g).



### Exquisite New Year Hampers

Two deluxe festive hampers as a token to pamper your friends and business partners. All items are Fook Lam Moon Fine Foods signature products including dried delicacies that are handpicked by our experience master chefs of the restaurant and newly launched festive snacks and ready-to-eat abalone.



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**Premium Hamper (HK\$1,888)**

- FLM Fine Foods Dried Black Moss ( 75g)
- FLM Fine Foods Premium Dried Mushroom (300g)
- FLM Fine Foods Mixed Preserved Sausages (600g)
- Premium Pu'Er Tea Leaves (75g )
- FLM Fine Foods Nougat Candy (1 box)
- FLM Fine Foods Fried Arrowhead Chips (1 box)
- FLM Fine Foods Caramelized Walnut (1 box)
- FLM Fine Foods Roasted Cashews (1 box)
- Signature XO Sauce (1 jar)



**Grand Hamper (HK\$3,888)**

- FLM Fine Foods Ready-to-Eat Australian Abalone
- FLM Fine Foods Dried Black Moss ( 75g)
- FLM Fine Foods Premium Dried Mushroom (300g)
- FLM Fine Foods Mixed Preserved Sausages (600g)
- Premium Pu'Er Tea Cake
- FLM Fine Foods Chinese New Year Snacks Gift Box
- FLM Fine Foods Caramelized Walnut (1box)
- FLM Fine Foods Roasted Cashews (1 box)
- Signature XO Sauce (1 jar)

**Early bird offer and ordering details**

For enquiries and ordering, please visit the following outlets or visit Fook Lam Moon Fine Foods website [www.flmfinefoods.com](http://www.flmfinefoods.com) or email [finefoods@fooklammoon-grp.com](mailto:finefoods@fooklammoon-grp.com) for enquiry.

An early bird offer of 10% off for customers who order cake vouchers and hampers before 21 January 2018. All CNY Cakes will be available for redemption from 31 January 2018.

**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** 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/5bx0mfkwjjhka1/AACXD1ZKw4I4CXybq2QvwKCla?dl=0>

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**About Fook Lam Moon Fine Foods**

Fook Lam Moon, meaning “Good Fortune Arriving at Your Door”, has long established itself as a premium brand for upscale classic Cantonese cuisine in Hong Kong. Dating back to its origin as a catering business “Fook Kee” founded by Mr Chui Fook Chuen in 1948, Fook Lam Moon has maintained decades of consistency in



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producing the finest Cantonese cuisine, serving generations after generations of local and international food lovers with its dedication to the culinary arts passed down from our founder Chui. The first restaurant outlet was opened in Wanchai in 1972, soon followed by the Kowloon outlet in 1977.

Fook Lam Moon Fine Foods is an extension of the historic Fook Lam Moon restaurant, a name synonymous with the finest traditions of Cantonese cuisine. Drawing upon the sublime skills of the Fook Lam Moon chefs, Fook Lam Moon Fine Foods delivers exceptional range of high quality gastronomic products

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