



FINE 尚品 FOODS

Press Release

## Fook Lam Moon Fine Foods Classic Tastes of Traditional Mooncakes



(Hong Kong, 2 August 2019) – Adhering to authentic mooncake making recipes, our traditional mooncakes are highlighted with the addition of Pu'er tea in making a golden crust fused with subtle aroma of the tea. Whether it is with lotus seed paste, red bean paste or assorted nuts filling, our mooncakes offer you the true classic tastes. Moreover, the packaging of our mooncake collection is designed by renowned Hong Kong designer Freeman Lau, presented in different Chinese calligraphy styles of the character "Fu" with a lucky bat buckle, representing a gift to the opening of blessings on this Mid-Autumn festival.

### **Classic Double Yolks Mooncakes**

Double Yolk Lotus Seed Paste Mooncake is Fook Lam Moon's best loved choice over the years. 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.

### **Assorted Nuts Mooncakes**

A classic taste that symbolizes 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.



FINE 尚品 FOODS

### **Mini Golden Egg Custard Mooncakes**

The rich and aromatic egg custard mooncake has become one of the most sought-after since its launch. 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.

### **Gift Sets and Hampers**

We also have 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.

### **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](http://www.flmfinefoods.com) before 16 August 2019 are entitled to an early-bird discount of 10% off.

For enquiries and ordering, please visit the following outlets or call the Customer Service Hotline at 3421 0498.

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|----------------------------------|--|
| <b>Fook Lam Moon (Hong Kong)</b> | 35-45 Johnston Road, Wanchai, Hong Kong<br>Tel: 2866 0663  |
| <b>Fook Lam Moon (Kowloon)</b>   | 53-59 Kimberley Road, Tsim Sha Tsui, Kowloon<br>Tel: 2366 0286                                   |
| <b>Guo Fu Lou</b>                | Pavilion at The Murray, Hong Kong, 22 Cotton Tree Drive,<br>Central, Hong Kong<br>Tel: 3468 8188 |

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

<https://www.dropbox.com/sh/327fuic521rgqtu/AAAzm9bYF16KaqtVh4Xc2wgra?dl=0>

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FINE 尚品 FOODS

## 2019 Fook Lam Moon Fine Foods Mooncakes, Gift Sets and Hampers



**Classic White Lotus Seed Paste Mooncakes with Double Yolks (4 pcs) - HK\$720**



**Fook Lam Moon Classic Moon Cake Gift Box - HK\$720**

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



**Aged Mandarin Peel and Red Bean Paste Mooncakes with Yolk (6 pcs) - HK\$720**



**Assorted Nuts Mooncakes (6 pcs) - HK\$720**



**Aged Mandarin Peel and Red Bean Paste Mooncakes with Yolk & Assorted Nuts Mooncakes (Mixed with 3 pcs each) - HK\$720**



**Mini Golden Egg Custard Mooncakes (8 pcs) - HK\$530**



FINE 尚品 FOODS



**Grand Gift Set - HK\$1,180**

- 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 Mooncakes with Yolk (2 pcs)
- Premium Tea Bags (2 boxes)
  - Rose Tea
  - Osmanthus Oolong Tea



**Premium Gift Set - HK\$580**

- Aged Mandarin Peel and Red Bean Paste Mooncakes with Yolk (2 pcs)
- Mini Golden Egg Custard Mooncakes (4 pcs)



**Grand Hamper - HK\$3,988**

- Grand Gift Set
- Mini Golden Egg Custard Mooncake Gift Box
- FLM Fine Foods Signature XO Sauce (1 jar)
- FLM Fine Foods Caramelized Walnuts (1 box)
- FLM Fine Foods Roasted Cashews (1 box)
- Givry 1er, Clos Salamon 2016 (1 bottle)
- "Floral Butterfly" Tea Set by Fook Ming Tong ( 1 Box)



**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)
- "Four Seasons" Tea Set by Fook Ming Tong ( 1 Box)



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