



FINE 尚品 FOODS

Press Release

Reach For the Moon **Fook Lam Moon Fine Foods Presents Classic Tastes with Exquisite New Packaging**



(Hong Kong, 22 Aug 2017) - This year, we present a brand new packaging for our mooncake collection. Designed by renowned Hong Kong designer Freeman Lau, the boxes are presented in different Chinese calligraphy styles of the character "Fu" with a lucky bat buckle, which represents a gift to the opening of blessings on this mid-autumn festival. Another new element this year is the new "Single Yolk Aged Mandarin Peel and Red Bean Paste Moon Cake" which will delight your palate and bring you a new taste of traditional moon cakes.

Classic Double Yolks Moon Cake

Classic Moon Cake is Fook Lam Moon's most popular moon cake 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 Moon Cakes reprise the time-honoured tradition and culinary artistry.

- **Classic White Lotus Seed Paste Moon Cakes with Double Yolks (4 pcs)** - HK\$680
- **Classic Golden Lotus Seed Paste Moon Cakes with Double Yolks (4 pcs)** - HK\$680
- **Fook Lam Moon Classic Moon Cake Gift Box** - HK\$680

Classic White Lotus Seed Paste Moon Cakes with Double Yolks (2pcs)

Classic Golden Lotus Seed Paste Moon Cakes with Double Yolks (2pcs)



Classic Double Yolks Moon Cake



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Signature Single Yolk Moon Cake

This year, we bring to you our new “Single Yolk Aged Mandarin Peel and Red bean Paste Moon Cake”. 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 flavours will give your taste buds fond memories of the traditional taste. The signature gift box also includes trehalose lotus seed paste mooncakes with large olive kernels, making it an all-time guilt-free indulgence for the health-conscious.

- **Signature Moon Cakes with Single Yolk** - HK\$680
White Trehalose Lotus Seed Paste Moon Cakes with Single Yolk (2pcs)
Golden Trehalose Lotus Seed Paste Moon Cakes with Single Yolk (2pcs)
Aged Mandarin Peel and Red Bean Paste Moon Cakes with Single Yolk (2pcs)



Signature Single Yolk Moon Cake

Mini Golden Egg Custard Moon Cakes

The rich and aromatic egg custard mooncake has become one of the most sought-after since its debut in 2014. This delectable moon cake 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, all blend in.

- **Mini Golden Egg Custard Moon Cakes (8pcs)** - HK\$420



Mini Golden Egg Custard Moon Cakes



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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, including:



Grand Gift Set - HK\$1,180

- Classic White Lotus Seed Paste Moon Cakes with Double Yolks (2pcs)
- Classic Golden Lotus Seed Paste Moon Cake with Double Yolks (1pc)
- White Trehalose Lotus Seed Paste Moon Cake with Single Yolk (1pc)
- Golden Trehalose Lotus Seed Paste Moon Cake with Single Yolk (1pc)
- Aged Mandarin Peel and Red Bean Paste Moon Cake with Single Yolk (1pc)
- Mini White Lotus Seed Paste Moon Cakes (2pcs)
- Mini Aged Mandarin Peel and Red Bean Paste Moon Cakes (2pcs)
- Premium Pu'er Tea Leaves (2 tael)



Premium Gift Set - HK\$520

- Mini White Lotus Seed Paste Moon Cakes (2pcs)
- Mini Aged Mandarin Peel and Red Bean Paste Moon Cakes (2pcs)
- Premium Pu'er Tea Leaves (2 tael)



Grand Hamper - HK\$3,388

- Grand Gift Set
- Mini Golden Egg Custard Moon Cake Gift Box
- FLM Fine Foods XO Sauce (1 jar)
- FLM Fine Foods Caramelized Walnuts (1 jar)
- FLM Fine Foods Roasted Cashews (1 jar)
- Year 2002 Premium Pu'er Tea Cake (1pc)
- Chateau Puy-Bardens 2013. Bordeaux (1 bottle)



Premium Hamper - HK\$1,988

- Classic Moon Cake Gift Box
- Mini Golden Egg Custard Moon Cake Gift Box
- FLM Fine Foods Caramelized Walnuts (1 jar)
- FLM Fine Foods Roasted Cashews (1 jar)
- Premium Pu'er Tea Cake (1 pc)
- Premium Red Wine (1 bottle)



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Early bird offer and Fook Lam Moon Fine Foods Pop-Up Counter

The selection of moon cakes and hampers are now available for pre-order. Customers who make their purchase before 4 September 2017 are entitled to an early-bird discount of 10% off. To share the festive delicacies with more epicureans, Fook Lam Moon Fine Foods will set up a Moon Cake Pop-up Counter at Atrium I, Gateway Arcade, Harbour City from 14 September to 4 October 2017, with the selection of exquisite mooncakes.

For enquiries and ordering, please visit the following outlets or call the Customer Service Hotline at 3423 0388. Patrons may also place order by visiting www.flmfinefoods.com.

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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 | 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/ud5jyrv7balfzj9/AABY8e4SM5H7MwVDdGVuLoyua?dl=0>

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