

FOR IMMEDIATE RELEASE

Tian Fu Tea Room Launches Limited Edition Mooncake Box Sets

Featuring handcrafted filo pastry mooncakes in only 1,000 opulent box sets

(Singapore, June 2011) This year, Tian Fu Tea Room welcomes the much-awaited Mid-Autumn Festival with the delicious Filo Pastry with Yam and Salted Egg Mooncake (酥皮芋泥月饼).

Conceptualised by Master Dim Sum Chef Lu Shi Qian, the mooncakes are diligently handcrafted with thin layers of non-oily fried crust, opening up to reveal a soft and rich yam paste filling with salted egg. The smooth and aromatic yam paste impresses with just the right amount of sweetness for a satisfying finish, while its crispy crust provides a crunchy textural balance.

The filo pastry mooncakes are presented in a lush deep-purple box, with an elegant lavender jade piece set in the centre engraved with the Tian Fu Tea Room (天府茶艺馆) logo. Achieving a perfect balance of taste, texture and presentation, the limited edition box sets make ideal gifts for loved ones and work associates.

Tea Connoisseur (资深茶文化老师) He Zheng Hong recommends the mooncakes be enjoyed alongside premium Chinese floral Bi Tan Piao Xue (碧潭飘雪) tea. A natural fit, seeing as for centuries, mooncakes and Chinese tea have gone hand in hand like well-aged cheese and wine.

“The refreshing aroma and flavour of the Bi Tan Piao Xue Tea complement the sweet and savoury notes of the yam paste and salted egg filling. Its aromatic fragrance also lends itself especially well to the warm, family-friendly ambience that the Mid-Autumn Festival should be celebrated in,” says Mr He Zheng Hong.

Apart from the filo pastry mooncakes, classic White Lotus Paste mooncakes are also available at the adjoining Si Chuan Dou Hua Restaurant.



Tian Fu Tea Room Limited Edition Mooncake Set
– Filo Pastry with Yam and Salted Egg



Si Chuan Dou Hua Classic Mooncake



Mid-Autumn Treats 15 August to 12 September 2011	Variety	Price
Tian Fu Tea Room Limited Edition Mooncake Box Set		
Filo Pastry with Yam and Salted Egg	酥皮芋泥	S\$45
Bi Tan Piao Xue Tea (sold separately)	碧潭飘雪 (单独出售)	\$38 per 50gram
Si Chuan Dou Hua Classic Mooncakes		
White Lotus Seed Paste (Plain)	纯白莲蓉	S\$40
White Lotus Seed Paste (Single Yolk)	单白莲蓉	S\$45
White Lotus Seed Paste (Double Yolk)	双白莲蓉	S\$49
<ul style="list-style-type: none"> ▪ Prices quoted are for one box of four mooncakes and subject to GST. ▪ 25% corporate discount for purchase of 30 boxes and above. ▪ Complimentary delivery to one location for purchase of 30 boxes and above. For lesser purchases, a delivery charge of \$30 applies. 		

The above selection of Tian Fu Tea Room and Si Chuan Dou Hua mooncakes are available for both dine-in and takeaway from 15 August to 12 September at all Tian Fu Tea Room and Si Chuan Dou Hua Restaurants in Singapore.

All DBS Credit Card Holders are entitled to an Early Bird Special discount of 25% off from 15 to 31 August, and 20% off from 1 to 12 September. UOB, OCBC, Maybank, American Express and PAssion Card Holders enjoy 15% off throughout the sale period.

During the promotion, mooncakes are sold from 11.30am to 10.30pm daily. For enquiries and purchases, guests can contact individual outlets listed at the end of the press release.

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For more information and high-resolution pictures, please contact:

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About Tian Fu Tea Room

Tian Fu Tea Room (formerly known as Tian Fu Teahouse), by Si Chuan Dou Hua Restaurant, boasts the first Chinese tea room concept within a restaurant in Singapore. It carries a wide selection of over 25 types of fine tea, ranging from the ubiquitous green and red tea, to more exotic variations of yellow, white and flower tea, as well as a collection of health tea.

The tea room is a perfect complement to Si Chuan Dou Hua Restaurant as guests can adjourn to the teahouse before or after their meals to enhance and/or complete their dining experience. Guests can savour the art of tea appreciation by our tea-masters or spend a leisurely afternoon relishing the delicate aromas from the finest teas.

For more information, please refer to www.sichuandouhua.com.

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