



## **SSI GROUP SIGNS WITH AWARD-WINNING GROUP CRYSTAL JADE UNDER ITS GROWING F&B PORTFOLIO**

Manila, Philippines, 09 October 2019 – In its continued pursuit of bringing the best of what the world has to offer closer to the Filipino consumer, SSI Group Inc. (SSI) has entered into a territory agreement with Crystal Jade Management PTE Ltd for SSI to own and operate Crystal Jade restaurants in the Philippines. This will include Crystal Jade’s successful international concepts Crystal Jade Golden Palace, Crystal Jade Hong Kong Kitchen, Crystal Jade La Mian Xiao Long Bao and Crystal Jade GO.

Since its foundation in Singapore in 1991, the Crystal Jade group has been recognized as a MICHELIN one star brand in Singapore for three consecutive years (2016 to 2018) and has received multiple MICHELIN Bib Gourmand commendation awards for its locations in Shanghai and Hong Kong, both attesting to its commitment of preserving the rich traditions of Chinese cuisine. Constantly striving to connect and inspire people with the cultural heritage and quality of Chinese cuisine, the group’s portfolio of specialty dining concepts ranging from fine dining to casual dining and quick-service restaurants has extended its reach to over 100 outlets in 30 major cities across Asia Pacific.

“The strategic partnership with SSI group is yet another proud moment for Crystal Jade” said Mr Douglas DeBoer, CEO of Crystal Jade Culinary Concepts Holdings. “We are excited to join in partnership with such a renowned specialty retailer which has successfully brought so many iconic international brands to the Philippines. Crystal Jade is dedicated to bringing authentic, quality Chinese cuisine to contemporary audiences around the world and we look forward to delighting consumers across the Philippines very soon”.

Of the four international formats, Crystal Jade Hong Kong Kitchen will be the first of the concepts to be launched by SSI in the country. Celebrating authentic Hong Kong Cantonese cuisine, Crystal Jade Hong Kong Kitchen is slated to open on the first quarter of 2020 in Central Square in Bonifacio Global City. Filipinos can look forward to a heart-warming dining experience with their perennial favorites such as Crystal Jade’s signature dimsums, classic congees, roasted delicacies and sizzling wok specialties as SSI, the country’s leading lifestyle purveyor, expands their F&B portfolio to cater to a more diversified and discerning culinary market. Built on a 30-year legacy of endeavouring for a curated life and cultural hospitality, SSI continues to pave the way for the Filipino consumer to aspire and pursue a global lifestyle that is continuously evolving.

“We are very excited to be partnering with Crystal Jade to open their unique international Crystal Jade restaurant formats in the Philippines. The opening of Crystal Jade in the Philippines is aligned with our desire to provide consumers with complete lifestyle offerings through global partnerships that cater to the eclectic and sophisticated taste of the Filipino consumer.” said Anthony T. Huang, President of SSI.

**About Crystal Jade Culinary Concepts Holding**

Founded in Singapore in 1991, Crystal Jade Culinary Concepts Holding has become a household name in Asia. With culinary expertise rooted in the rich traditions of Chinese cuisine, the award-winning group credits its success to its strong focus on delivering a great dining experience and exceptional food quality. With a staff of over 4,500 across the Asia Pacific region, Crystal Jade serves more than 2 million diners every month.

**About SSI Group, Inc.**

SSI Group, Inc. is the leading specialty retailer in the Philippines with an extensive portfolio of established international brands that cater to all aspects of a quality lifestyle and is supported by a nationwide strategic retail presence. Leading the Philippine specialist retail market in terms of the size and breadth of its international brand portfolio and store footprint, SSI Group Inc. has also expanded its retail format offerings with its entry into eCommerce, unique restaurant concepts such as SaladStop! and Shake Shack, and mall developments such as the premiere lifestyle destination Central Square in Bonifacio Global City.

It is also the first specialty retail company to receive the Economics Dividend for Gender Equality (EDGE) Certification in the Philippines and in South East Asia, as it reinforces strong gender balance and an inclusive workplace culture.

Visit [ssilife.com.ph](http://ssilife.com.ph) or follow @ssilife on Instagram for information.

---