

For Immediate Release

Popular Hua Ting Mooncake Gift Sets Sold Out

Award-winning restaurant sells out mooncakes a week before Mid-Autumn Festival

Singapore, 27 Sep 2017 – The Mid-Autumn Festival is still a week away and Orchard Hotel Singapore is already out of mooncakes. The traditional baked mooncakes in gift sets were sold out last Monday (18 September) while the snowskin mooncakes were sold out three days later.

“We have seen brisk sales for Orchard Hotel’s mooncakes. Hua Ting’s low sugar mooncakes have been a real hit with customers this year, contributing to an increase in sales compared to last year,” said Ms Tina Sim, General Manager of Orchard Hotel Singapore.

“One reason for our increased mooncake sales is the specially-designed red and orange leatherette gift box used to contain the mooncakes. Packaging is very important to customers and many collect these limited-edition boxes as they can be reused for instance as jewellery boxes or document bags,” added Ms Sim.

Hua Ting’s mooncake fans need not fret though. The mooncakes gift sets may have all been sold out but the hotel’s kiosk is still selling individual mooncakes in small boxes instead. The baked mooncakes are also available at selected shopping malls’ Mid-Autumn Festival booths.

In line with Prime Minister Lee Hsien Loong’s vision for a healthier Singapore, Hua Ting’s Masterchef Lap Fai’s mooncakes contain less sugar than their original versions, which make for a guilt-free indulgence.

Orchard Hotel, where the popular Hua Ting Restaurant is located, has also seen an increase in corporate sales of mooncakes. This year, Hua Ting Restaurant also collaborated with SPH’s Chinese Media Group to launch its limited-edition collection of mooncakes. Each set of the Traditional Treasures Gift Box comprises four choice baked mooncakes branded with Lianhe Zaobao, Shin Min Daily News, Lianhe Wanbao and UFM1003 logos. The gift boxes feature intricate, artful Oriental illustrations on its exterior, while the interior’s brown soft felt fabric lend an understated elegance.

Orchard Hotel Singapore is part of Millennium & Copthorne Hotels (M&C), the London-listed subsidiary of City Developments Limited (CDL), listed in Singapore. Both CDL and M&C are members of the Hong Leong Group of companies.

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