

**FOR IMMEDIATE RELEASE**

**MUJI VALENTINE'S DAY**

**SINGAPORE, 02 Feb 2015:** Surprise your loved ones with heartfelt gifts this Valentine's. Let Muji handmade treats form sweet and meaningful memories.



**Bake a Thoughtful Gift**

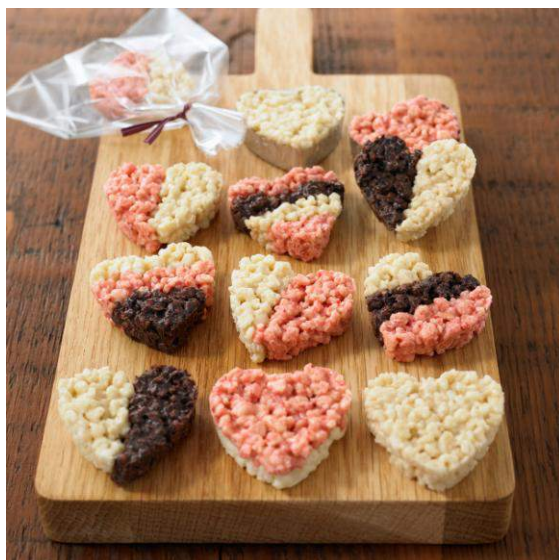
Express your love and sincerity in the simplest way with Muji handmade sweets and confectionery set that comprise of premix ingredients, gift bags/boxes. Complete with step-by-step guide, the treats are easy to make yet create loads of joy in the kitchen.

**Get Baking with 4 different types of Valentine's handmade kits:**

**1. Easy No-Bake Desserts**

Fuss-free and does not require an oven.

Have fun creating various decorations on the sweet treats!



**Handmade Heart Shaped Crunch Chocolate**

**\$15.90**

The heart shaped crunch chocolate can be formed into two or three layers by mixing different flavors of crunch according to one's liking.



Refrigerator



Preparation  
time  
(30 mins)



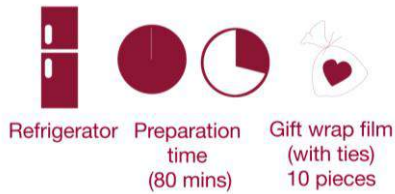
Gift wrap film  
(with ties)  
15 pieces

*Set includes:*

*White chocolate + Cookie crunch + Cocoa powder + Freeze dried strawberry + Heart-shaped mold + Gift wrap film*

**Handmade Doughnut Shaped Chocolate**  
**\$12.90**

It is easy to make this sweet treat – just melt the chocolate over hot water, add in chocolate malt puff, then pour into doughnut-shaped mold and freeze it. You can use the chocolate pen to write or draw your desired patterns on the doughnut chocolate, and sprinkle colored sugars.



*Set includes:*  
 Chocolate + Strawberry-flavored chocolate + Malt puff + Chocolate pen + Colored sugar +Chocolate mold + Gift bag



**Handmade Chocolate Tart**  
**\$12.90**

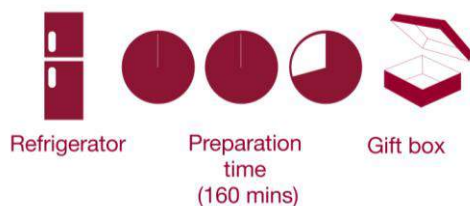
Pour melted chocolate into heart-shaped tart, garnish with nuts and white crunch toppings. After cooling, a refined and sophisticated dessert is created.



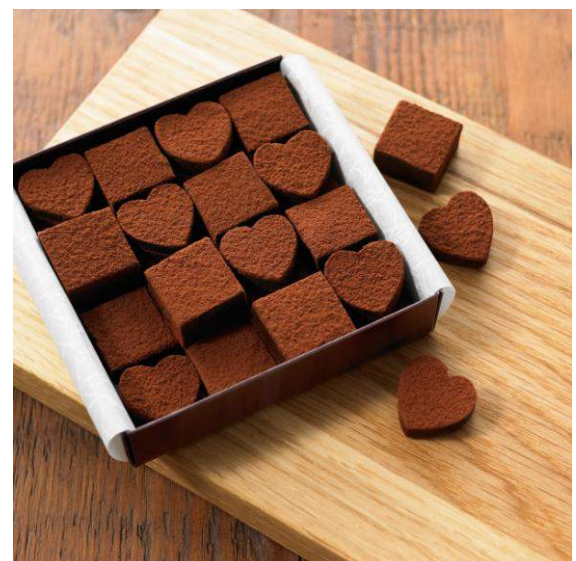
*Set includes:*  
 Chocolate + Tart Shell + Mixed nuts + White Crunch + Gift Bag

**Handmade Ganache**  
**\$10.90**

The chocolate treats can be cut into desired shapes, up to one's preference. Its fragrant and creamy texture leaves a lingering taste in the mouth.



*Set includes:*  
 Chocolate + Cocoa powder + Heart-shaped mold + Gift box





## 2. Oven Baked Delights

Easy baking steps to a heart-shaped cake and brownies for sharing; an expression of warmth from the heart.



### Handmade Gateau Chocolate

**\$12.90**

A conventional French chocolate cake can be easily baked with a balanced mixture of ingredients. Use a knife to cut the flower-shaped cake into 6 slices and it will become adorable heart shapes - a way to express sweet warmth from the heart.



Oven



Preparation time  
(40 mins)



Gift wrap film  
(with ties)  
6 pieces

*Set includes:*

*Gateau chocolate mix + Chocolate + Powder Sugar + Cake mold + Gift wrapper*

### Handmade Strawberry Gateau Chocolate

**\$12.90**

Just add egg, milk, butter, and a French strawberry chocolate cake can be simply baked. After which, you may cut into 6 slices to form individual heart shapes.



Oven



Preparation time  
(50 mins)



Gift wrap film  
(with ties)  
6 pieces

*Set includes:*

*Strawberry gateau mix + Chocolate strawberry + Powder sugar + Cake mold + gift wrapper*



### Handmade Brownie

**\$12.90**

Easy and simple steps to bake the brownie while the fragrant and crispy walnuts add flavors to it. Cut to the desired shapes and sizes, and you can share with friends and family.



Oven



Preparation time  
(40 mins)



Gift wrap film  
(with ties)  
10 pieces

*Set includes:*

*Brownie mix + Chocolate Walnuts + Cake mold + Gift wrapper + String*



### Handmade Caramel Brownie

**\$12.90**

Simple step-by-step guide to create caramel taste brownie. With the addition of fragrant and crispy walnuts, the brownie can be cut and enjoyed with friends, filled with feelings of warmth and sincerity.



Oven



Preparation time  
(40 mins)



Gift wrap film  
(with ties)  
10 pieces

Set includes:

Caramel brownie mix + White chocolate + Walnuts + Baking mold + wrapping plastic bags for gift



### 3. Treats for Sharing

Valentine's Day is not only meant for couples, but it is also a day to express our thoughts towards family, colleagues and friends. Spread the love and try these recipes with large serving size.



### Handmade Heart-Shaped Florentine

**\$15.90**

Heart-shaped cookies with aromatic and sweet caramel sauce, coupled with crunchy almond toppings. The traditional French cookies are baked till golden brown; great for snacks/desserts.



Oven



Preparation time  
(60 mins)



Gift wrap film  
(with ties)  
10 pieces

Set includes:

Cookie mix + Caramel sauce + Almond slices + Baking molds + Gift bags

### Handmade Heart-shaped Galette

**\$12.90**

Originated from French traditional desserts, the heart-shaped cookies are simple and easy to bake. They have a crunchy texture and baked-golden brown color, both appetizing in taste and looks.



Oven



Preparation time  
(90 mins)



Gift wrap film  
(with ties)  
10 pieces

Set includes:

Galette mix + Baking mold + Wrapping plastic bags for gift







**Handmade Chocolate Chip Muffin Large Pack**  
**\$15.90**

This recipe makes use of 2 different flavors of flour mixture for the batter. With one box, you can bake 20 muffins - 10 original chocolate muffins and 10 marble chocolate muffins as a preference. They are soft and fluffy to the bite, and the chocolate chips make it even more delicious!



Oven



Preparation  
time  
(50 mins)



Gift wrap film  
(with ties)  
20 pieces

*Set includes:*

*Muffin mix + Chocolate chips + Cocoa powder + Muffin mold + Gift wrap film*

**Handmade Chocolate Chip Cookie Large Pack**  
**\$15.90**

With a heart-shaped mold that comes in the pack, you can create 2 different flavors of cookies – original and chocolaty taste. You can also decorate the cookies with chocolate chips, almond flakes and more, whichever way you like it. You can also wrap individual cookie with the gift wrap film (included in the pack) and give them out to your loved ones.



Oven



Preparation  
time  
(90 mins)



Gift wrap film  
(with ties)  
20 pieces



*Set includes:*

*Cookie mix + Chocolate chips + Cocoa powder + Almond slice + Mold + Gift wrap film*

#### 4. Classic European Desserts

Simple yet sophisticated desserts to whet your appetite.



##### Handmade Fondant Chocolate

**\$12.90**

The chocolate dough in the cup is flavorful and rich in taste. The aromatic chocolate oozes out from the soft and fluffy cake that melts in the mouth instantly. It is best served when warmed.



Oven



Preparation  
time  
(90 mins)



Gift wrap film  
(with ties)  
8 pieces

*Set includes:*

*Chocolate + Baking flour + Cocoa powder + Baking mold + Gift wrap film*

##### Handmade Truffle

**\$12.90**

The chocolate truffles have smooth and mellow textures. With 4 different types of ingredients as toppings (Cocoa powder, Powder sugar, White crunch & Freeze dried strawberry), you can enjoy the melt-in-the-mouth sensation of these sweet treats.



Refrigerator



Preparation  
time  
(60 mins)



Gift wrap film  
(with ties)  
8 pieces

*Set includes:*

*Chocolate + Cocoa powder + Powder sugar + White crunch + freeze dried strawberry + Wrapping cup + Gift wrap film*





### Handmade Sachertorte

**\$15.90**

After baking the outer layer of chocolate sponge cake, the inside is then coated lightly with sweet and sour apricot sauce, and finally it is fully coated with melted mellow chocolate. Garnished with chocolate designed pieces, an authentic Austria dessert is completed.



Oven



Preparation  
time  
(90 mins)



Gift wrap film  
(with ties)  
10 pieces

*Set includes:*

*Chocolate + Sachertorte mix + Apricot sauce + Chocolate pen + Baking cups + Decorative cups + Gift bags*

### Handmade Macaroon

**\$18.90**

2 colors of macaroons in strawberry and pistachio flavors. One pack can make up to 16 pieces of macaroons. Ideal to share among friends and loved ones!



Oven



Preparation  
time  
(90 mins)



Gift wrap film  
(with ties)

*Set includes:*

*Powder Sugar + Almond Poodle + Chocolate + Strawberry Macaroon Mix + Pistachio Macaroon Mix + Pastry bag + Recipe card + Gift bag*





**Valentine's Day Special**

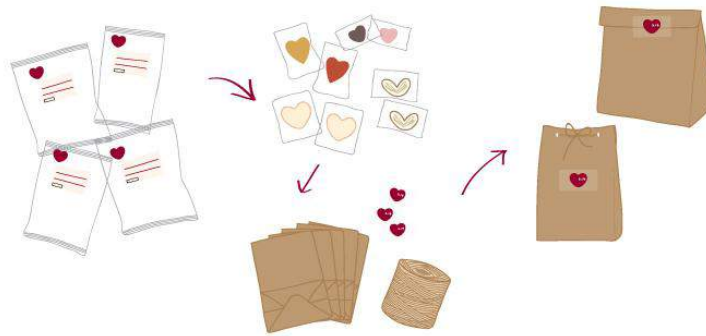
**Receive 2 complimentary Gift Bags with purchase of any 2 Valentine's Day Food Pack.**  
You may mix and match the Valentine's sweets and snacks, and our store staff would be happy to package them in the gift paper bag and a special Valentine sticker for you!



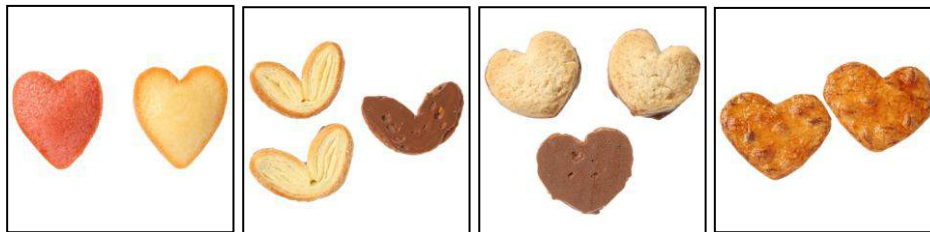
*Happy Valentine*

**Complimentary Gift Bag**

Buy any 2 Valentine's Day Food Pack  
and receive 2 complimentary Gift Bag.  
While stocks last.



Picture for illustration only. Actual gift bag maybe different from picture.  
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**Valentine's Day Sweets & Snacks**

**\$2.60 - \$6.90**

From left to right: Heart Shape Cake \$6.90, Heart Shaped Pie covered with chocolate \$5.90, Chocolate covered heart-shaped petite cookies \$2.60, Heart Shaped Rice Cracker Soy Sauce Flavour \$4.90

\*Check in-store for more varieties

For press previews and further queries, please contact

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