



MEDIA RELEASE

MID-AUTUMN E-MOONCAKE FAIR - PARADIGM MALL JOHOR BAHRU DELIVERS MOONCAKES TO YOUR DOORSTEPS

JOHOR BAHRU, 19 August 2021 – Ushering in the Mid-Autumn Festival, Paradigm Mall Johor Bahru (PMJB), one of the shopping malls under WCT Malls Management Sdn. Bhd (“WCT Malls”) is introducing its very own E-Mooncake Fair, delivering the oriental delicacies right to the customer's doorstep from Johor Bahru to across Malaysia and Singapore.

The E-Mooncake Fair showcases local Malaysian favourites which are also popular among Singaporeans, ranging from the well-known local bakery brands, to homemade mooncakes from traditional bakery houses as well as those hidden brands from other parts of Johor such as Kluang, Batu Pahat and Muar.

Selena Chua, Chief Executive Officer – WCT Malls Management said “We intend to make this Mid-Autumn Festival meaningful especially for those who are not able to celebrate with their loved ones due to movement restrictions to curb COVID-19. As many families can only reunite virtually this year, gifting mooncakes to family and friends will be much more important. We want our customers to stay at home and enjoy this festival as we deliver the seasonal delicacy to their homes. Our customers can browse a variety of mooncakes and with just one click away, they can enjoy this popular traditional pastry that is synonymous with the Mid-Autumn Festival. They can also surprise their loved ones with these special Mid-Autumn mooncake gift boxes.”

This year, with the celebration happening on 21 September 2021, customers can enjoy their favourite delicacy as the E-Mooncake Fair brings a total of 17 mooncake vendors all on one platform. Muslim customers can savour delicious halal varieties as there are halal vendors, namely, SDS, Tong Wah Confectionery, JMM Cookies and Oversea to choose from. The other vendors are MIKI Bakery, La Farine, HK Bay, Grace Ace Bakery and many more.

Consumers can get access to more participating mooncake vendors at Paradigm Mall Johor Bahru Easystore website: <http://paradigmmall-jb.com/>. Malaysian customers may refer to the catalogue on the website to shop for their favourite mooncakes. For Singaporeans who wish to purchase, they can reach out to PMJB’s WhatsApp Business Account at ‘<https://wa.me/c/60162889251>’. Why wait when you can start indulging in the seasonal delicacy now with your loved ones.

Customers may choose from a variety of delightful mooncakes with flavoursome tastes along with nutritional values. One of the most interesting flavours that offers great nutritional value is the Ginseng Bamboo Charcoal Mooncake as the crust is made of butter beans and Taiwanese bamboo charcoal powder that prevents constipation. The filling contains low sugar white lotus paste, refreshing American ginseng and wolfberries which are able to help improve eyesight.



For more information about the festivities and promotions of the mall, kindly visit the: -

Paradigm Mall JB Website: www.paradigmall.com.my/jb/

Paradigm Mall JB Facebook Page: <https://www.facebook.com/ParadigmJB/>

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About WCT Malls Management Sdn Bhd

WCT Malls Management Sdn. Bhd., a subsidiary of WCT Holdings Berhad, was incorporated in 2015 to primarily manage shopping malls under the WCT Group, namely Paradigm Mall Petaling Jaya, Paradigm Mall Johor Bahru, gateway@klia2 airport mall and SkyPark Terminal airport mall. WCT Holdings Berhad is listed on the main market of Bursa Malaysia Securities Berhad.

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