

News Release

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Celebrating the rise of the Moon Festival

Two years ago, Selina Wang took over a bakery business in Wairau Valley and baked her first commercial batch of kiwi mooncakes.

Most of the orders for her mooncakes came from customers who, in the Chinese tradition, wanted to share them with friends and family during Moon Festival, which happens each year on the 15th day of the 8th month in the Chinese lunar calendar.

Today, awareness of Moon Festival, and demand for her mooncakes has grown to the point where the first orders are received months ahead of the Moon Festival and orders this year topped 1000 for the first time.

In the weeks leading up to the festival, Mrs Wang with her chief bakers were all in the kitchen to fill orders of the traditional treats with their dense fillings and a thin, tender pastry shell.

“Demand keeps getting bigger every year,” she says.

“In Chinese culture, people tend to buy mooncakes as presents for their friends and relatives, and we exchange these presents well in advance of the day to pass on our best wishes. In business relationships these days, it’s also becoming a popular networking gift.”

Moon Festival takes place when it is believed that the moon is at its brightest and roundest, signifying family reunion.

People usually celebrate the day with family gatherings, of which eating mooncakes is an important part.

Mrs Wang’s bakery, an ANZ business customer, has created a special branded mooncake for the bank with a customised imprint on the top. Jack Hou, Head of ANZ Migrant Banking, said it was a great opportunity to work with Selina.

“We want to celebrate this special occasion with Chinese customers across New Zealand by the most authentic flavour of the festival,” Mr Hou said.

Stella Chan, Executive Board Member of Chinese New Settlers Service Trust, said it was important for businesses to help celebrate traditional festivals.

“While many in our migrant communities are now proud kiwis, it’s vital that they keep their traditions alive, and share them with our fellow New Zealanders,” she said.

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