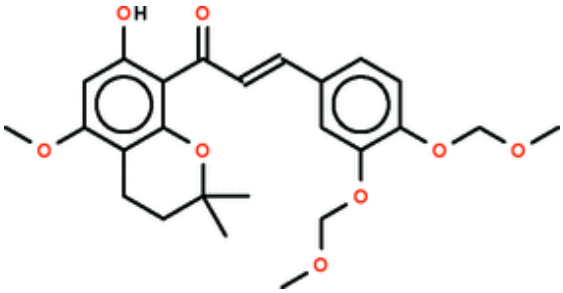

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(*E*)-3-[3,4-Bis(methoxymethoxy)phenyl]-1-(7-hydroxy-5-methoxy-2,2-dimethylchroman-8-yl)prop-2-en-1-one

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Abstract: The reaction of 5,6-(2,2-dimethylchromanyl)-2-hydroxy-4-methoxyacetophenone and 3,4-bis (methoxymethyloxy)benzaldehyde affords the intense orange title chalcone derivative, $C_{25}H_{30}O_8$. The two benzene rings are connected through a -C(=O)-CH=CH- (propenone) unit, which is in an *E* conformation; the ring with the hydroxy substitutent is aligned at 19.5 (2)° with respect to this unit, whereas the ring with the methoxymethyloxy substituent is aligned at 9.3 (3)°. The dihedral angle between the rings is 19.38 (10)°. The hydroxy group engages in an intramolecular O-H...O hydrogen bond with the carbonyl O atom of the propenone unit, generating an *S*(5) ring.