

The Original **CUP NOODLES**®



MAKING HISTORY

Nissin Foods® USA has taken a historic step to make big changes that will improve the nutritional profile of its iconic Cup Noodles product!

Consumers asked and Nissin listened! The top three requested changes were made to the Cup Noodles recipe.

The new recipe offers less sodium, no added MSG and no artificial flavors, while still maintaining the great "umami" taste consumers love — all without increasing the price.

After a series of blind taste tests with people who frequently consume the product, results revealed that consumers liked the new version of Cup Noodles just as much as the current.

1
Sodium content reduced more than **20%** IN BEST-SELLING FLAVORS and reduced approximately 15% IN ALL FLAVORS

2
NO ADDED MSG
Contains small amounts of naturally occurring glutamates

3
NO ARTIFICIAL FLAVORS
Increased natural sources of flavor to help bolster taste

HISTORY OF INSTANT RAMEN AND CUP NOODLES

Established in 1971

Inspired by food shortage lines he witnessed post-World War II, Momofuku Ando, founder of Nissin Foods, invented instant ramen to help feed the masses. In 1957, he experimented in a make-shift laboratory in his backyard to make a perfect instant ramen noodle that would reconstitute when boiling water was added. Once mastered, he developed a flavor that would appeal to taste buds in the West by taking cues from the popular chicken soup. In 1958, "Chikin Ramen" (Chicken Ramen) became a staple in Japan. This was the start of something great.

In 1971, Ando realized that people in the U.S. were eating their ramen noodles broken up in a cup. This inspired his dream to create a ramen product that busy people would be able to eat anywhere — and Cup Noodles was born. This revolutionary product made it possible to package, prepare and serve noodles all in one container.