

Frequently Asked Questions



Why did Nissin Foods decide to make a recipe change to Cup Noodles?

Nissin USA has announced one of its most significant recipe changes for its iconic Cup Noodles brand. The move is a first step in an ongoing initiative to offer an easy meal solution that consumers can feel good about eating.

Does the new Cup Noodles taste the same?

There's only one way to find out. Try it! The new product has tested incredibly well and we found that consumers loved it just as much as the current recipe.

Will this new Cup Noodles cost more?

It's important to note that we're not passing along any cost increases. We understand that it's one of the best values in the grocery store and we intend to keep it that way.

Why can't reduce the sodium even more?

Listening to our customers was our No. 1 priority, and we made sure to incorporate their most important feedback. Our goal in revising the recipe for Cup Noodles was to maintain a taste consumers love, while making three distinct changes – reducing sodium, removing artificial flavors, and removing added MSG. These three changes play a very important role in the taste of Cup Noodles, which was a big challenge for our R&D team. We were able to reduce the sodium by an average of 15% across all eight flavors, with an over 20% reduction across the top three flavors (Chicken, Beef & Shrimp). And we did this while maintaining a flavor profile that our customers enjoy.

If you've lowered the sodium in Cup Noodles, why does it taste more salty than the original version?

One of the ways that we are able to lower the sodium content of the new Cup Noodles is by using potassium chloride in place of some of the sodium chloride. Potassium chloride conveys the perception of saltiness to the taste buds, but without the sodium. This allows us to maintain the "salty" flavor of Cup Noodles that consumers are expecting, while working to improve the sodium profile of the product.

Can you provide specific examples of the natural ingredients that will be used in the new Cup Noodles recipe to replace artificial flavors?

We are thrilled to have updated our Cup Noodles product by removing all artificial flavors and replacing them with natural ingredients that consumers can understand and feel good about eating.

Some examples include:

- Replacing artificial lemon with natural sources of lemon.
- Adding green cabbage to enhance the taste of four of our flavors (Chicken, Chicken Vegetable, Hearty Chicken, and Spicy Lime Shrimp varieties).
- Increasing the amount of natural ingredients used, such as turmeric, paprika and lime juice to help bolster the flavor profile.

Why not take out the artificial colors as well?

Cup Noodles already contains no FDA-certified synthetic colors. We worked hard to maintain the great taste consumers expect from Cup Noodles without having to increase the price point for consumers. Moving to all natural sources of color is something that will be considered for future product improvements.

Is this product MSG-free?

No, we have removed "MSG" as an added ingredient but acknowledge on each Cup Noodles package that other ingredients may naturally contain the same type of glutamate found in MSG such as soy sauce, tomato and oregano.

Where does the naturally-occurring glutamate come from?

Glutamate is a building block for proteins in our body, and also occurs naturally in ingredients like hydrolyzed vegetable protein and yeast extract, and in foods like tomatoes, mushrooms and cheese. All of these forms of glutamic acid are considered safe for consumption by the FDA.

Where is the natural flavor sourced from?

We have removed all artificial flavors and replaced them with natural ingredients, such as natural sources of lemon, green cabbage, turmeric, paprika and lime juice.

How can you claim natural flavors when the ingredients you use sound like a chemistry exam?

The ingredients that you see listed on the label may sound complex, but they are FDA-approved ingredients that play an important role in the taste and portability of Cup Noodles.

Are you going to remove artificial preservatives as well?

The journey to improving our nutrition profile while retaining great taste is ongoing. We're committed to meeting consumer needs across our product portfolio, so stay tuned.

What is the sodium content of the noodles versus the sodium content of the soup in Cup Noodles?

Since we are a mostly noodle product, on average, over 75% of the sodium comes from the noodles.

What type of genetically engineered ingredients do you use?

Some of the ingredients in Cup Noodles are genetically modified, which the FDA considers safe for consumption. We will be considering non-genetically modified ingredients as we continue to make improvements to our product lines moving forward.

Why can't you make an ingredient list that I can understand? Other companies are doing it.

We are proud of the changes that we have made to Cup Noodles and the fact that we have succeeded in the difficult task of lowering sodium, removing added MSG and artificial flavors while maintaining a great taste. We know that these were the three areas of most concern for our consumers, which is why we started with these changes, and consider this the first in many steps down a path of positive ingredient changes.

Why did it take you so long to make changes to the nutritional profile?

Based on consumer trends for improved product nutritionals, we listened to consumers to find out what improvements they would like to see in Cup Noodles. We learned that the top three changes they'd like to see was: less sodium, no added MSG and no artificial flavors. We are excited that we were able to succeed in this difficult task of lowering sodium, removing added MSG and artificial flavors while maintaining a great taste, and consider this the first in many steps down a path of positive ingredient changes.

What is Nissin's commitment to creating healthier products?

We are committed as a company to continue to improve the nutritionals of our current product line and all new products moving forward, while also maintaining a taste consumers expect from Nissin products.