

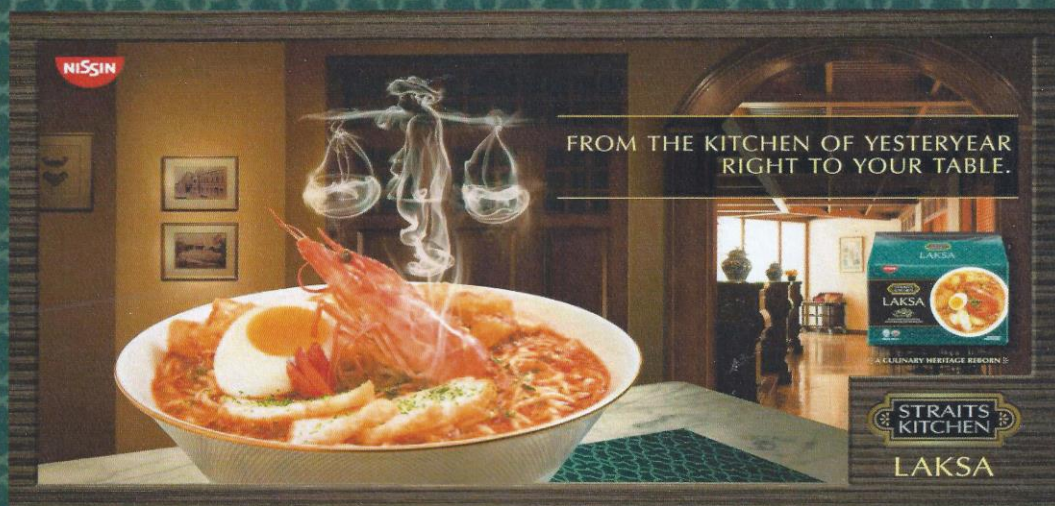
NISSIN

STRAITS
KITCHEN

LAKSA

NEW Straits Kitchen Laksa brought to you by NISSIN

The authentic flavours and uncompromising quality of original recipe
passed down since Straits Settlements era

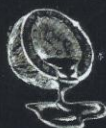


❖ A CULINARY HERITAGE REBORN ❖



Rich flavours & texture with
morsels of dried shrimp.

Aromatic laksa leaves.



Fine balance of spices and coconut milk.

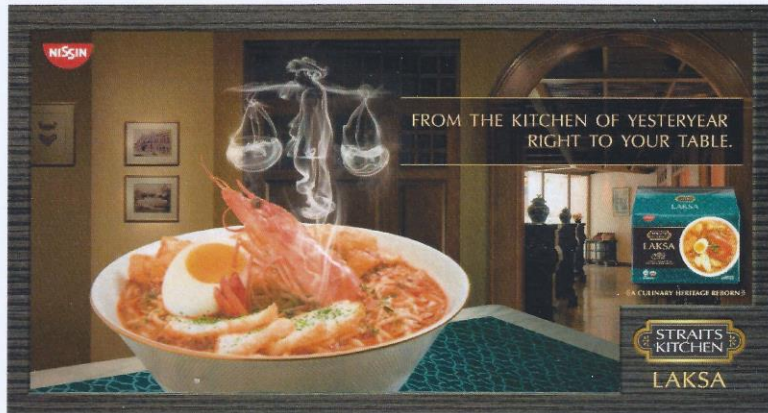
Short and smooth noodles infused
with the richness of the soup.





MEDIA RELEASE

Nissin Straits Kitchen Laksa – A Premium Mouth-Watering Indulgence



SINGAPORE, 9 May 2016 – This May, be enthralled by the all-new **Nissin Straits Kitchen Laksa** with flavours inspired by the Straits Settlements era. Paying homage to this rich heritage, the vivid taste borne out of it represents the authenticity of the laksa passed down from generations. The highlights of the quality ingredients in this concoction include morsels of dried shrimp, aromatic laksa leaves and a delicate mix of spices and coconut milk, all guaranteed to satisfy even the pickiest eater.

Inspired by the love for authentic laksa in Singapore, the Nissin Straits Kitchen Laksa is dedicated to serving you sheer indulgence in this choice selection – all in the comforts of your own home. With a sleek and sophisticated packaging design, this reflects the premium delight that is the Nissin Straits Kitchen Laksa.



NISSIN STRAITS KITCHEN LAKSA

Nothing is as authentic as tasting a fine concoction of spices, coconut milk and morsels of dried shrimp in the soup. Complementing these rich flavours are the short and smooth texture of the noodles specially made for your



convenience. Sprinkled with aromatic laksa leaves just before serving, one whiff of the dish is enough to whet your appetite for the unstoppable devouring that will take place moments later. Painstakingly created and refined, the Nissin Straits Kitchen Laksa caters to anyone who enjoys a restaurant-standard laksa at a fraction of the price.

Key taste profile:

- Rich flavours and texture with morsels of dried shrimp
- Aromatic laksa leaves to taste
- Fine balance of spices and coconut milk
- Short and smooth texture of noodles

The Nissin Straits Kitchen Laksa retails at SGD\$10.95 for one bundle of four packets. It is available at all major supermarkets and hypermarkets.

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About NISSIN FOODS GROUP

NISSIN FOODS GROUP is the global inventor and pioneer of instant noodles in both packet and cup forms. Its founder, Momofuku Ando, created the very first instant noodles in the world in 1958, and it was named "Chicken Ramen". Following this invention, in 1971, Mr. Ando developed the world's first cup-type instant noodles, "CUP NOODLES™", which is currently sold in over 80 countries worldwide. NISSIN FOODS GROUP continues to play a pivotal role in developing cutting-edge technology to further its contribution to the instant noodle industry.

Official Website: www.nissinfoods.com.sg

Facebook: www.facebook.com/nissinfoodssingapore



What our consumers say...

“

I love the texture of the dried shrimp morsels. The coconut flavour in the soup is also just right.

The soup colour looks appealing, and I like the taste of the coconut blended with the spices.

It has a very appetising aroma. The laksa leaves sprinkled atop makes the dish look authentic.

The soft and short noodles go well with the soup. All in all, a satisfying meal.

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Note: Based on taste tests done by 20 respondents.