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CONTACTS:

Travis Culver

Phone: 310-437-2529

Email: travis.culver@ketchum.com

Cup Noodles® Announces Very Veggie™ Launch: The First Instant Noodle Cup with One Full Serving of Vegetables

The Inventors of Instant Ramen Continue to Innovate, Inspired By Consumer Feedback

(Gardena, Calif. – Aug. 14, 2017) – Today Cup Noodles announces the launch of their first-ever instant noodle cup containing one full serving of vegetables¹: Cup Noodles Very Veggie. Following last year's landmark recipe change, which featured a significant sodium content reduction and the removal of artificial flavors and added MSG, Nissin® Cup Noodles launch of Very Veggie shows that the brand continues to be a category leader in innovation. As consumers look for ways to include more vegetables in their daily diet, Cup Noodles® Very Veggie is the first and only instant noodle cup to feature one full serving of vegetables.

The new Cup Noodles Very Veggie is available in three flavors - Chicken, Spicy Chicken and Beef – and each will feature a full serving of vegetables with a mix of edamame, carrots, broccoli, corn, green beans, cabbage, red bell pepper and tomatoes (vegetables vary per flavor). This product extension speaks to increased consumer demand for vegetables, while maintaining the same great taste fans have adored for years. Additionally, the new Cup Noodles Very Veggie products come in a microwavable cup – perfect for hungry consumers in a rush.

The three main factors preventing Americans (47 percent) from eating more vegetables regularly are price, time and taste.² At 99 cents per cup, 3 minutes for preparation, and with a taste that consumers love – Cup Noodles Very Veggie provides an affordable, quick, and delicious solution for consumers looking to up their vegetable intake.

¹ Each cup of Very Veggie contains ¼ cup of dehydrated vegetables that rehydrates to one full serving (½ cup equivalent)

² Eighty Four Percent of Americans Aren't Eating Enough Vegetables But Nearly Half Can't Tell You Why" Harris Poll Research <http://prn.to/1d0ZaNJ>

"We believe in listening to our consumers, and following our recipe change last year, the number one consumer request was more vegetables – so that's what we've done," said Leslie Mohr, Vice President of Marketing of Nissin Foods USA. "We've taken our beloved Cup Noodles product and kept the noodle amount the same – we've just added more vegetables! We all know we need to be eating more vegetables, and we're thrilled to be rolling out a product that allows consumers to do that easily."

For more than 45 years, Nissin has continued to demonstrate its commitment to providing consumers with a delicious, affordable meal and is constantly evolving its products to align with consumer preferences. With the addition of Cup Noodles Very Veggie, Nissin is providing consumers with yet another great product that meets their expectation of a delicious taste, and goes beyond their expectations with a full serving of vegetables.

Consumers can now find the new product at many food retailers including Albertson's/Safeway, 7-Eleven, Food Lion, Shoprite, BJ's and 99 Cents Only.

About Nissin Foods

Nissin Food Products Co. Ltd. was established by Momofuku Ando in 1958, who invented the first instant ramen noodle to Japan. In 1970, they established Nissin Foods (USA) Co., Inc. in Gardena, California introducing ramen noodles to the U.S consumers. In 1971 the company invented Cup Noodles, and revolutionized the industry by making it possible to package, prepare and serve noodles all in the same container. For nearly 60 years, Nissin Foods has been providing consumers with quick and delicious meal solutions.

In the U.S., Nissin Foods USA develops and markets a variety of products including *Hot & Spicy*®, *Chow Mein*, *Cup Noodles*®, *Ramen Bowl*, *RAOH*®, *Souper Meal*® and *Top Ramen*® uniquely positioning them to meet the needs of today's busy lifestyles. The company's corporate philosophy inspires commitment to taste, convenience and quality.

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Hi Hans,

We all know we should be taking better care of ourselves – wearing more sunscreen, exercising maybe just a pinch more, sleeping more, eating more vegetables – but all of these things tend to take time and cost money – two resources we aren't always rolling in. We ask you - **how many ways can you take better care of yourself for less than \$3 and in less than 3 minutes?**

At 99 cents per cup, a 3-minute preparation window, and a taste that consumers love – you'd be hard pressed to find a quicker, easier, more affordable way to eat your vegetables. **Cup Noodles® Very Veggie is the FIRST and ONLY instant noodle cup with 1 full serving of vegetables** – and we wanted you to be the first to try the three introductory Very Veggie flavors to hit shelves: Chicken, Spicy Chicken and Beef.

Please let us know if you are interested in covering this Cup Noodles product launch, and we can send along additional information!

Best,

On behalf of Nissin

