Total solutions & services
for the ASIAN FOOD SUPPLY CHAIN
Emerging Noodle Products Market Trend
Noodle Products Market Insight

• Asia-Pacific is the most attractive Instant Noodles market in the world.
• Currently, 90 countries around the globe manufactures instant noodles and consumed by all the nations.
• USA and Brazil are the only two Non-Asian countries which made in the list of top 10 Instant noodles market.

Source: Mordor Intelligence, 2017
Noodle Products Market Insight

• China (including Hong Kong) is the biggest market of Instant Noodles in the world followed by Indonesia, Japan and India.

• China has a market share of 43.2% of world’s Instant Noodles market. China accounts for highest percentage share in terms of export of Instant noodles.

• Chinese Instant noodles market witnessed a high growth from US$ 8.4 billion in 2008 to US$ 14.5 billion in 2015.

Source: Mordor Intelligence, 2017
Noodle Products Market Insight

• Indonesia is world’s 2nd largest market for instant noodles with a sales of 13.4 billion units in 2014.
• Indonesia has an emerged instant noodles market with popular brands in the world, Indome is the most selling brand in Indonesia with a market share above 45% in 2014.
• Japan is the 3rd largest consumer of instant noodles in the world with sales of 5.5 billion instant noodles units in 2014.
• Global demand of instant noodles reached 102.75 billion units in 2014 making Japan contribution above 5.4% of world’s consumption.

Source: Mordor Intelligence, 2017
Noodle Products Market Insight

- As per the MRFR analysis, global instant noodles market has witnessed significant growth in recent years and volume is projected to reach 133.14 Billion packs, and will grow at a CAGR of 5% by 2023.
- APAC dominates the Global Instant Noodles Market due to rising demand for convenience packaged food and rising demand for instant noodles and accounted value of 49.35 Billion packs in 2017. Furthermore, volume is estimated to reach 66.17 Billion packs by 2023.

Source: Market Watch, 2018
Factors Encouraging Growing of Instant Noodle Markets

• The rising demand for convenient food products is identified as one of the primary growth factors for this market.

• Instant noodles have gained significant popularity over the years since consumers who lead busy and hectic lifestyles prefer packaged foods like instant noodles.

• The expanding middle-class population base and the growing number of working women also drive the demand for these products.

• Additionally, the ease of use associated with innovative packaging techniques and microwave cooking also supports the growth in the demand for these foods.

• Affordability

• Ease of storage

• Large variety of flavours and flexibility according to regional taste

Source: Research and Markets, 2017; Technavio, 2017
Cup/Bowl Noodles

- Cup noodles takes less time to prepare
- Offers good taste
- Can be eaten straight from the packaging as compared to packet noodles which has facilitated the growth of the category. Consumer preferences for on-the-go consumption foods owing to busy lifestyles have fuelled the growth of instant noodles market over the past few years.

In 2016, among all instant noodles types, cup noodles have the highest unit prices accounted for with 47.2% in revenue and 34.4% in sales volume (Zuu Singapore Pte Ltd, 2018).

Source: Mordor Intelligence, 2018
Top Emerging Trend

1. Sun-dried and Air-fried noodles.
Instant noodles have a reputation for not being the healthiest of food. However, things are about to change as more manufacturers are producing "healthier" instant noodles to meet customers' demands for fresher and healthier food.

2. Healthier Instant Noodle
The nutritional quality of instant noodles is of concern because it contains a high amount of fat, saturated fat and sodium, as well as little fibre, protein, vitamins and minerals.
One packet of instant noodles prepared with a full sachet of pre-mixed seasoning can easily contain up to 1,700mg of sodium – about 85 per cent of the recommended daily amount of sodium intake.
The increasing health consciousness among consumers have shifted the focus of instant noodles from convenience to health. The increasing influence of social media have empowered consumers to demand healthier versions of instant noodles.

3. Nutritious Instant Noodles

Source: Tang, 2018; Gans, 2018; Mordor Intelligence, 2018
4. Gluten-Free Noodles Products
Consumers in China and Australia are increasingly demanding for gluten-free food products owing to the increasing number of health-conscious people. Lack of medicine to cure gluten boosts the adoption of gluten-free food to maintain their health.

5. New Premium Products Unlock Growth
Following consumers’ desire to switch from “eating enough” to “eating well,” instant noodle manufacturers have launched several premium products to cater to this trend.

Source: Technavio, 2017; Yu, 2018
### 1.0 Sun-dried and Air-fried Noodles

**KiKi Restaurant’s Instant Noodles**

*Origin from Taiwan, a handmade noodle which has undergone a natural sun-drying process and is free of preservatives.*

Flavours: Old-Time Flavour Scallion Oil, Aromatic Scallion, Spicy Sichuan Pepper, Young Vinegar, Aged Vinegar Spicy

#### Ingredients for Aromatic Scallion:
- **Noodles**: Wheat Flour, Water, Salt, Sodium Bicarbonate
- **Seasoning**: Pure soy sauce, Scallion oil (Soybean Oil, Palm Oil, Red Onion Extract), Chilli Oil, Scallion, Chilli Powder, Ginger, Dried Chilli, Antioxidant (Mixed Tocopherol Concentrate)

### Koyo’s Asian Vegetable Ramen

*Crafted from freshly milled organically grown heirloom wheat. They are pre-cooked, and baked not fried. They do not contain any additives, preservatives or MSG.*

Authentic Asian flair for today’s modern lifestyle

With inclusion of kombu powder (traditional Japanese powder made from seaweed) in the soup packs – natural source of umami

#### Ingredients:
- **Organic Noodle** – Organic Heirloom Wheat Flour, Sea Salt
- **Soup Packet**: natural sea salt, Chinese mushroom powder, vegetable powders (onion and garlic), natural cane sugar, garlic, chili pepper, ginger, snow peas, sweet red bell pepper, green onion, black pepper, kombu powder
1.0 Sun-dried and Air-fried Noodles

Koyo’s Organic Ramen
Garlic Pepper Ramen, Tofu Miso Ramen, Lemongrass ginger Ramen, Asian Vegetable Ramen, Buckwheat Shoyu Ramen, Shiitake Mushroom Ramen, Wakame Seaweed Ramen

Ingredients for Garlic Pepper Ramen:
**Organic noodles**: Organic heirloom wheat flour, sea salt.
**Soup packet**: Natural sea salt, Chinese mushroom powder, vegetable powders (onion, garlic), natural cane sugar, garlic, chili pepper, ginger, black pepper, black sesame seed, green onion, kombu powder.
Total sodium per serving: 880mg

Organic ramen noodles are **baked, not fried**, low fat and broth contains no added MSG or preservatives.
1.0 Sun-dried and Air-fried Noodles

MAGGI 2 Minute Noodles Chicken 99% Fat Free
MAGGI 2 Minute Noodles Beef 99% Fat Free
The Maggi Noodles are baked not fried and come with a 3.5 health star rating

Flavours: Oyster Sauce, Mala, Scallion, Zha Jiang, Sha Cha (Satay)

Ingredients for oyster sauce flavour:
Noodles Composition: Wheat Flour, Water, Salt (Kuanmiao Noodles)
Sauce Packets (Spicy Pepper): Water, Soy Sauce, Canola Oil, Sugar, L-Glutamate, Sesame Oil (Salad Oil, Sesame Seed), Salt, Kelp Flavour Seasoning (Sodium 5’ Inosinate, Monosodium L-Glutamate, Sodium 5’Guanylate), Maltodexterin, Mushroom Extract Powder (Dextrin, Mushroom Extract, Salt, L-Glutamate), Acetylated Distarch Adipate, Mushroom, Spice (Water, Soy Flour, Glucose, Maltodextrin, Spice, Starch Sodium Octenyl Succinate, Xanthan Gum), Plain Caramel, Xanthan Gum, Sichuan Pepper Extract, Vitamin E (Antioxidants).

Ingredients for Chicken Flavour:
Noodle Cake: Wheat Flour, Tapioca Starch, Water, Vegetable Oil (Antioxidant (320)), Mineral Salts (508, 501, 451, 500, 452), Salt, Vegetable Gum (412), Colour (Riboflavin).
Flavour Mix Sachet: Iodised Salt, Flavour Enhancers (621, 635), Mineral Salt (508), Maltodextrin, Flavours (Contains Wheat, Soy and Celery), Sugar, Onion Powder, Vegetable Fat (Antioxidant (320)), Parsley Flakes, Colours (Turmeric, Caramel III), Spices (Coriander, Cumin, Cardamom, Chilli Powder, Ginger).
Contains Wheat, Soy and Celery.
May Contain Crustacea, Fish, Milk and Mustard.

Lacto Vegetarian Product, Noodles are sun-dried with no added preservatives.
2.0 Healthier Noodles Products

Premium Korean Noodle Soup
Non-Fried, Low in Fat, No MSG added

Ingredients: Wheat Flour, Potato Starch, Slat, Hydrolyzed Soy Protein, Contain 2% or less of each of following: Anchovy, Artificial Lemon Flavor, Bean Spout Beta Carotene (Color), Cabbage, Caramel Color, Citric Acid, Codfish, Corn Syrup, Dextrin, Disodium Inosinate.

Nongshim’s Hoo Roo Rook

Ingredients for Spaghetti Marinara:
Noodle Pouch: Durum Flour (Durum Flour, Niacin, Ferrous Sulfate, Thiamine Mononitrate, Riboflavin, Folic Acid), Water Wheat Gluten, Soybean Oil.
Sauce Pouch: Water, Concentrated Crushed Tomatoes, Extra Virgin Olive Oil, Sugar, Parmesan Cheese Product (Milk, Milk Protein Concentrate, Salt, Cornmeal, Cream, Cheese Cultures, Skim Milk, Cellulose Powder, Whey Protein Concentrate, Butter, Non Fat Dry Milk, Whey Powder, Natural Flavor, Whey, Calcium Caseinate, Buttermilk, Sodium Caseinate, Enzymes, Calcium Chloride), Contains less than 2% of each of the following: Salt, Garlic Puree (Garlic, Water, Citric Acid), Lemon Juice Concentrate, Spices, Dehydrated Onion.

Revolution Food’s In a Cup!™

Clean Ingredients: No artificial colors, flavors or sweetener

Available in three delicious flavors – Spaghetti Marinara, Sesame Noodles and Thai-Style Satay Rice Noodles (gluten free and peanut free)
2.0 Healthier Noodles Products

**Tradition Reduced Sodium Instant Noodle Soup, No MSG Chicken flavor**

*Total Sodium per serving: 730mg*

Ingredients: Enriched Wheat Flour (Wheat Flour, Thiamine Mononitrate, Riboflavin, Niacin, Reduced Iron, Folic Acid), Palm Oil, Maltodextrin, Dehydrated Vegetables (Peas, Carrot, Corn, Onion, Garlic), Salt, Sugar, Disodium Inosinate, Disodium Guanylate, Silicon Dioxide (Anti-Caking Agent), Natural Flavor (Yeast Extract, Sesame Oil, Corn Syrup Solids, Soybean Oil, Gum Arabic, Modified Corn Starch, Disodium Phosphate), Spices (Turmeric), Canola Oil, Potassium Carbonate, Sodium Carbonate, Guar Gum, Sodium Tripolyphosphate, Citric Acid, Spice Extractives (Turmeric), BHA & TBHQ (Anti-Oxidant Agent).

**Koyo’s Organic Ramen**

Garlic Pepper Ramen, **Reduced Sodium**
Tofu Miso Ramen, **Reduced Sodium**
Asian Vegetable Ramen, **Reduced Sodium**

*Total sodium per serving: 470mg*

Ingredients for Garlic Pepper Ramen, Reduced Sodium:
Organic noodles: Organic heirloom wheat flour, sea salt.
Soup packet: Natural sea salt, Chinese mushroom powder, vegetable powders (onion, garlic), natural cane sugar, garlic, chili pepper, ginger, black pepper, black sesame seed, green onion, kombu powder.
2.0 Healthier Noodles Products

Youmee’s Sambal Chilli Dried Noodles, Penang Prawn Noodles, Green Curry Noodles

100% NATURAL INSTANT NOODLES
No added artificial or synthetic ingredients or food additives, No added preservatives, No added MSG, AIR DRIED noodles

Ingredients for Sambal Chilli Dried Noodles:
Noodle- Filtered Water, Sea salt, High Protein Wheat Flour (unbleached)
Paste- Oil, Shallots, Dried prawn, Sugar, Salt, Garlic, Fish sauce, Filtered Water, Chili powder, Yeast extract.

Ingredients for Chicken Flavour:
Enriched Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Palm Oil, Salt, Contains Less than 2% of: Autolyzed Yeast Extract, Calcium Silicate, Citric Acid, Disodium Guanylate, Disodium Inosinate, Dried Leek Flake, Garlic Powder, Hydrolyzed Corn Protein, Hydrolyzed Soy Protein, Maltodextrin, Monosodium Glutamate, Natural and Artificial Flavor, Onion Powder, Potassium Carbonate, Powdered Chicken, Rendered Chicken Fat, Sodium Alginate, Sodium Carbonate, Sodium Tripolyphosphate, Soybean, Spice and Color, Sugar, TBHQ (Preservative), Wheat.

Total Sodium per serving: 910mg

Nissin’s Top Ramen

Reduced sodium content and no added MSG or artificial flavors.
Available Flavours:-
Chicken, Beef, Shrimp Flavour, Soy Sauce (Vegetarian), Chili (Vegetarian), Hot and Spicy Beef
2.0 Healthier Noodles Products

Nutritious alternative to instant noodle soup
Made with wholesome wheat and natural flavour for quality you can taste, No added MSG, and other unhealthy preservatives, Made with naturally sourced ingredients and air dried to seal in freshness, flavour, and nutrients.

Flavours:
Mandarin Medium Noodles: Extreme Spicy (Ghost Pepper Flavour), Onion, Original
Tainan Thin Noodles: Original, Sesame

Ingredients:
Noodle – Wheat Flour, Salt, Water
Seasoning Oil- Soy Sauce (Wheat, Soy), White Sesame Oil (White Sesame, Soy Oil), Sesame Paste (White Sesame)

Asha Healthy Ramen Noodles

Ramen Noodle Ingredients: Enriched Wheat Flour (Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Vegetable Oil (Contains One or More of the Following: Canola, Cottonseed, Palm), Preserved by TBHQ, Contains Less than 1% of: Salt, Soy Sauce (Water, Wheat, Soybeans, Salt), Potassium Carbonate, Sodium (Mono, Hexameta and/or Tripoly), Phosphate, Sodium Carbonate, Turmeric.
Soup Base Ingredients: Salt, Sugar, Maltodextrin, Contains Less than 1% of: Potassium Chloride, Dehydrated Vegetables (Garlic, Onion, Chive), Yeast Extract, Chicken Fat, Dehydrated Soy Sauce (Wheat, Soybeans, Salt), Hydrolyzed Corn, Wheat and Soy Protein, Dehydrated Shiitake Mushroom, Powdered Cooked Chicken Spices (Celery Seed), Turmeric, Disodium Guanylate, Disodium Inosinate, Silicon Dioxide (Anti-Caking Agent), Vegetable Oil (Palm), Citric Acid, Lactose. Contains wheat, soy and milk ingredients.Manufactured in a facility that also processes crustacean shellfish products.
Total Sodium per serving: 570mg
2.0 Healthier Noodles Products

Made with whole purple grains and 100% steam-baked, naturally rich in anthocyanins and lower in fat, Award winning noodles Contains Antioxidants. No MSG. No Artificial Coloring. No Artificial Preservatives.

Koka Chilli Purple Wheat Noodles Chilli & Lime/ Aglio Oglio Flavour

Ingredients for Chilli & Lime Flavour:
3.0 Nutritious Instant Noodles

Vite Ramen has high protein, polyunsaturated fatty acids, and fiber
27 grams or more of complete protein in each packet
25% DV or more of every essential vitamin and mineral
Flavours: Vegan Mushroom Shio, Garlic Pork, and Soy Sauce Chicken.

Ingredients:
Noodles: All Purpose Unbleached Flour (Wheat Flour Enriched (niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), Quinoa Flour (Whole Grain White Quinoa Flour), Vital Wheat Gluten, Water, Canola Oil, Soluble Corn Fiber and Potassium Carbonate.
Seasoning Sachet: Dehydrated Vegan Broth (Yeast Extract, Dry Vegetable (Onion, Carrot, Garlic, Celery), Sugar, Canola Oil, Natural Flavour, Sodium Inosinate and Guanylate, Ginger Powder), White Miso Powder, Dried Shiitake Mushroom Powder, Yeast Extract, Onion Extract Powder (Onion Extract, Maltodextrin, Sugar, Roasted Onion Oil and Mixed Tocopherols), Garlic Powder, Disodium 5’-Inosinate and Disodium 5’-Guanylate, Silicone Dioxide, Kombu Extract Powder (Maltodextrin, Kombu Extract and Salt), Ginger Powder, Potassium Chloride, Wheat Flour, White Pepper Powder, Cayenne Powder, and Salt.
Noodrient Sachet: Potassium (Potassium Citrate 1H2O), Calcium (Calcium Carbonate), Choline (Choline Bitartrate), Magnesium (Magnesium Citrate Anhydrous), Vitamin C (Ascorbic Acid), Iron (Ferrous Gluconate), Niacin (Niacinamide), Vitamin E (as D-a-Tocopheryl Succinate), Zinc (Zinc Sulphate 1H2O), Pantothenic Acid (D-Calcium Pantothenate), Manganese (Manganese Sulfate 1H2O), Vitamin B6 (Pyridoxine HCl), Vitamin B1 (Thiamine Mononitrate), Vitamin B2 (Riboflavin), Copper (Copper Gluconate), Vitamin A (Palmitate), Folate (Folic Acid PWD), Vitamin D3 (Cholecalciferol), Iodine (Potassium Iodide), Vitamin K1 (Phytonadione), Selenium (Sodium Selenite), Molybdenum (Sodium Molybdate 2H2O), Chromium (Chromium Picolinate), Biotin (D-Biotin PWD), Vitamin B12 (Cyanocobalamin)
Oil Sachet: Canola Oil
Dehydrated Vegetable Sachet: Dehydrated Vegetables (Cabbage, Carrot, Green and White Onion, Red Bell Pepper, Green Bell Pepper, Leeks, Onion)
Allergens: Wheat, Soy
3.0 Nutritious Instant Noodles

My Protein’s Protein Noodle Snack Pot

34% less fat and five times more protein than standard supermarket alternatives (13g protein per pot)

Flavours: Chicken and Mushroom, Tomato Sauce and Beef, Curry Sauce

Ingredients for Chicken and Mushroom:
Pasta (Durum Wheat Semolina, Salt) (60%), Soy Protein (15%), Chicory Inulin, Glucose Syrup, Peas, Onions, Yeast Extract, White Mushroom (1.3%), Chive, Sunflower Oil, Maize, Flavourings (contains Egg), Salt, Spice (Turmeric).
May also contains milk, mustard and egg.

eeZee’s Instant Noodles Chicken, Beef, Vegetable

It is packed with essential nutrients for all ages – Vitamin A for good eyesight, Vitamin B6 and B12 for better mental performance, Protein for healthy growth, Calcium for strong bones and teeth.

Ingredients:
Pasta (Durum Wheat Semolina, Salt) (60%), Soy Protein (15%), Chicory Inulin, Glucose Syrup, Peas, Onions, Yeast Extract, White Mushroom (1.3%), Chive, Sunflower Oil, Maize, Flavourings (contains Egg), Salt, Spice (Turmeric).
May also contains milk, mustard and egg.

Revolution Food’s In a Cup! ™

In a Cup includes real vegetables, offers 8 to 10 grams of protein per serving, and 12 to 20 percent of daily fiber values.

Available in three delicious flavors – Spaghetti Marinara, Sesame Noodles and Thai-Style Satay Rice Noodles (gluten free and peanut free).
3.0 Nutritious Instant Noodles

NutriPot’s Aromatic Thai Noodles:

Packed with 21g protein, fibre and taste, each pot contains 50% of all the 28 vitamins and minerals your body requires every day.

Ingredients:
Soya protein 29%, pasta 28.5% (durum wheat semolina, salt), glucose syrup, inulin, palm fat, minerals (calcium phosphates, magnesium phosphate, potassium chloride, ferric pyrophosphate, zinc sulphate, sodium fluoride, cupric-Il-gluconate, manganese sulphate, potassium iodate, chromium chloride, sodium molybdate, sodium selenite), carrots, white mushrooms, soy sauce (salt, maltodextrin, soya beans, wheat), lactose, leek, flavourings (contains egg), starch, spices, salt, beetroot, vitamins (vitamin A, vitamin D, vitamin E, vitamin K, vitamin C, thiamin, riboflavin, niacin, vitamin B6, folic acid, vitamin B12, biotin, pantothenic acid), milk protein, coriander leaves, maltodextrin, emulsifier: lecithins (contains soya).

NutriPot’s Chicken & Mushroom Noodles:

20g of protein goodness, is a source of fibre and contains 50% of all the 28 vitamins and minerals your body requires every day.

Ingredients:
Pasta (45%) (durum wheat semolina, salt), soya protein, maltodextrin, peas (4.3%), inulin, minerals (potassium phosphates, calcium carbonate, magnesium carbonates, potassium chloride, ferric pyrophosphate, zinc sulphate, sodium fluoride, copper-Il-gluconate, manganese sulphate, potassium iodate, chromium chloride, sodium molybdate, sodium selenite, calcium phosphates), onions, palm fat, white mushrooms (2%), salt, yeast extract, herbs, flavourings (contains egg), maize, vitamins (vitamin A, vitamin D, vitamin E, vitamin K, vitamin C, thiamin, riboflavin, niacin, vitamin B6, folic acid, vitamin B12, biotin, pantothenic acid), emulsifier: lecithins (contains soya), spice, starch.
The Demand of Gluten-Free Products

• Gluten-free products have been around for years for people suffering from coeliac disease. However, demand has now widened beyond medical needs.

• According to Euromonitor, the consumer data group, the global gluten-free retail market has grown from $1.7bn in 2011 to $3.5bn in 2016 and is forecast to grow to $4.7bn in 2020.

Source: Terazono, 2017
4.0 Gluten Free Noodles

Lotus Food’s Jade Pearl Rice Ramen with Soup
Traditional Japanese-style noodles made from specialty rice
In addition to being gluten free, Jade Pearl Rice™ is infused with chlorophyll-rich, wild-crafted bamboo extract, has a delicious light vanilla taste and enhanced nutritional value.

Ingredients:
Ramen: *black, *brown and *white rice flours, water. Soup Pack: white miso powder (cultured soybeans and rice, salt), salt, white onion powder, tamari powder (soybeans, sea salt), soybean powder, mushroom powder, dried parsley, dried carrots. *organic

Lotus Food’s Forbidden Rice Ramen with Soup
Traditional Japanese-style noodles made from heirloom black rice
Whole grain, made with Organic, non-GMO rice, low fat, vegan

Ingredients:
Ramen: *black, *brown and *white rice flours, water. Soup Pack: white miso powder (cultured soybeans and rice, salt), salt, white onion powder, tamari powder (soybeans, sea salt), soybean powder, mushroom powder, dried parsley, dried carrots. *organic
4.0 Gluten Free Noodles

Lotus Food’s Millet & Brown Rice Ramen with Soup

Millet and brown rice are some of the most nutritious and easily digestible grains, it has a delicious nutty taste and is a good source of fiber and protein.

Ingredients:

Kind Soba’s Organic Chilli Miso Ramen/Organic Edamame Miso Ramen

- Organic Chilli Miso Ramen contains a tasty nest of brown rice noodles and a sachet of miso soup with green onions and chili.
- Organic Edamame Miso Ramen contains a tasty nest of buckwheat noodles and a tasty sachet of vegetable miso soup. Both Ideal for vegetarians, vegans, and celiacs

4.0 Gluten Free Noodles

Thai Kitchen’s Instant Rice Noodles Soup
Flavours: Bangkok Curry, Lemongrass & Chilli, Thai Ginger, Garlic & Vegetable and Spring Onion

Ingredients for Bangkok Curry:
Rice Noodles: rice, water, modified tapioca starch.
Seasoning Packet: salt, sugar, spices (including red chili pepper and turmeric), non dairy creamer (corn syrup, palm oil, sodium caseinate (a milk derivative)), natural flavor, maltodextrin, coconut milk powder (coconut milk, maltodextrin, sodium caseinate (a milk derivative)), yeast extract, soybean oil, disodium inosinate and disodium guanylate (flavor enhancers). Oil Packet: soybean oil, red chili pepper, garlic, shallot, tocopherol (antioxidant). Contains Milk, Soybean.

Simply Asia’s Rice Noodles Soup Bowl
Flavours: Spring Vegetable, Sesame Chicken, Garlic Sesame and Shiitake Mushroom

Ingredients for Sesame Chicken:
Rice Noodles: Rice, Water, Seasoning Packet (Pure Cane Sugar, Salt, Whey, Garlic, Hydrolyzed Soy Protein, Chicken Flavor [Vegan], Yeast Extract, Caramel Color, Pepper, Citric Acid, Turmeric.
5.0 Premiumisation of Instant Noodle

Nissin Yumeiten Series Nakiryu Tantan Noodles

**Michelin star-winning ramen**

Tantan, or Dandan, noodles are a very popular Chinese Sichuan noodle dish consisting of minced pork, preserved vegetables, chilli, Sichuan pepper and noodles. The flavour has become popular in instant noodles in recent years.

Mayora Bakmi Mewah Instant Fried Noodles

As brands in the ‘real meat’ segment try to outdo each other, pioneering brand Bakmi Mewah now offers three ‘meats’—chicken, eggs and fish balls. The premium positioning is expressed through the use of real chicken meat and the black box where black is often used to express premium quality.

Indomie’s Real Meat

As ‘real meat’ innovation gathers pace, Indomie offers quail eggs as a point of difference.

Rasa Rendang, Rasa Ayam Jamur, Rasa Empal Goreng, Rasa Telur Balado
5.0 Premiumisation of Instant Noodle

Ippudo Instant Tonkotsu Ramen

**Award-winning Tonkotsu Ramen**
Thick and full of *umami*, the pork broth will make you feel as if you’re in an *Ippudo* restaurant getting the real deal.

Gourmet Meal in 7 mins
No MSG Added
Steamed, Air-Dried Premium Noodle
No Artificial Flavouring & Colouring
No Added Preservatives

Prima Taste’s Laksa Noodles

5.0 Premiumisation of Instant Noodle

Shin Black is all about the **broth** – *nutritious and thick*, with garlic and onion to give the depth of flavour

No MSG added, 0g Trans Fat

Nong Shim Shin Ramyun Black Premium Noodle Soup

Ingredients:

**Noodle:** Wheat flour, potato starch, palm oil, salt, modified potato starch, colour(101).

**Soup base:** Hydrolysed vegetable protein powder (maltodextrin, hydrolysed vegetable protein, sugar, salt, soy sauce (soybean, wheat, salt)), spices, spices (maltodextrin, red pepper, black pepper, potato starch, corn flour), Salt, yeast extract seasoning (maltodextrin, yeast extract), bean sprout seasoning (bean sprout, anchovy)(contains fish), glucose, colour(150a), flavour enhancers (disodium guanylate disodium inosinate).

**Beef bone extract powder sachet:** Beef bone extract powder, maltodextrin, cabbage, radish, salt, sugar.

**Vegetable flake soup:** Garlic, Green onion, mushroom and chilli.
Various Flavors

Nissin’s Wasabi Instant Noodles

*Japanese-style soup with the unique spiciness of wasabi and the flavor of shiitake mushrooms*

Knorr’s Pizza Instant Noodles

*Pizza flavored instant noodles*

Batchelors’ Super Noodles Bacon

*Noodles (Water, Wheat Flour (with added Calcium, Iron, Niacin, Thiamin), Palm Oil, Antioxidants (Butylated Hydroxyanisole, Citric Acid, Propyl Gallate)), Flavouring (contains Milk), Yeast Extract, Flavour Enhancers (Monosodium Glutamate, Disodium 5’-Ribonucleotides), Onion, Potassium Chloride, Sugar, Maltodextrin, Salt, Acidity Regulator (Sodium Acetates), Thyme Extract, Tomato, Smoke Flavourings, Acid (Citric Acid), Colour (Paprika Extract), Ground Clove*
Various Flavors

**Bai Jia’s Instant Vermicelli Noodles (Spicy Fei Chang)**

**Ingredients:**
- **Vermicelli:** Sweet Potato Starch (65.08%), Corn Starch (Sulphites), Palm Oil, Thickener (E412), Salt, Acidity Regulator (E330).
- **Soup Base:** Low Erucic Acid Rapeseed Oil, Bean Sauce (Broad Bean, Chilli, Salt, Wheat Flour (Gluten)), Mustard, Chilli (1.7%), Fennel, Salt, Flavour Enhancers (E621, E635), Flavouring (Sulphites).

**Nissin Cup Noodle Rich Abalone Flavor Oyster Stew**

Contains abalone soy sauce and rich oyster sauce and ingredients include eringi seasoned with abalone flavor

**Amino’s Barszcz czerwony (Borscht)**

Borscht is a popular Eastern European soup made primarily with beetroot, onions and garlic

Noodles 80% Wheat Flour, Vegetable Fat, Modified Starch, Salt, Raising Agents, Sodium Carbonate, Potassium, Dye, Beta- Carotene, 20% Blend Flavours, Sugar, Salt, Maltodextrin, Dried Beet Juice 13%, Flavour Enhancers and odour: Monosodium Glutamate, Disodium Inosinate and Disodium Guanylate, Yeast Extract, Acidity Regulator, Citric Acid, Spices, Pepper, Marjoram, Garlic, Anti-caking Agent, Silicon Dioxide, Flavourings, Including Celery, Torches, Milk, Vegetable Fat obtained from Starch.
Instant Noodle Packaging Design

Maruchan Food Packaging – Student concept by Kota Kobayashi (Japan)

Red & White Packaging Concept Designed by Sanna Hellsten (Finland)

Maruchan Ramen Packaging Designed by Brandon Schneider (USA)

Source: Ruggeri & Mueller, 2018
Instant Noodle Packaging Design

Personified Geisha Pouches Noodle Designed by Helen Maria Backstrom (Sweden)

Ramen Concept Packaging Designed by Jess DePaul (USA)

Club 27 – Instant Noodles Packaging Designed by Diana Klyuchnikova (Russia)

Source: Ruggeri & Mueller, 2018
Instant Noodle Packaging Design

Noodles Pots Packaging Designed by Innocent (France)

Ezaki Glico Noodle Packaging Designed by DesignBus (Japan)

Source: Ruggeri & Mueller, 2018
What is Kansui?

• Also known as alkaline salt
• Kansui is an indispensable component for instant noodles
• It provides viscous elasticity and adds a special flavor specific to Chinese noodles.
• Often consists of a mixture of sodium and potassium carbonates

Source: World Instant Noodles Association, 2018
Kansui in Noodle

- Alkaline salts is usually a combination of Na₂CO₃ and K₂CO₃, Na₂CO₃ and NaHCO₃, Na₂CO₃ and NaOH or NaOH alone.
- Yellowness of noodles is usually attributed to the naturally occurring flavones in flour that reacted with kansui, while the brightness of noodles is due to the flour protein, pigments, or branny specks in flour (Karim & Sultan, 2014).
- A mixture of hydroxide and carbonate give a more attractive and brighter yellow colour than when either a hydroxide or a carbonate is used (Hou, 2001).
Kansui in Noodle

• One of the main functions of kansui in relation to noodle texture is to increase the pH thus toughening the dough by strengthening the bonding forces within the starch granules
• Kansui in yellow alkaline noodles also inhibits enzyme activity and suppresses enzymatic darkening due to the high pH created
• Approximately 0.1-0.2g of kansui is used in instant noodles of 100 g, 0.3-0.6g in non-fried noodles.
• With alkaline pH value at 7-8, it enhances flavor coupled with soup.

Source: Widjaya, 2010; World Instant Noodles Association, 2018
# Effect of Carbonate on Ramen Noodles

<table>
<thead>
<tr>
<th></th>
<th>Potassium Carbonate</th>
<th>Sodium Carbonate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texture</td>
<td>Firm and Hard</td>
<td>Soft</td>
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<tr>
<td>Speed of noodle becomes soft after boiling</td>
<td>Slow</td>
<td>Fast</td>
</tr>
<tr>
<td>Colour</td>
<td>White-Yellowish</td>
<td>Yellowish</td>
</tr>
<tr>
<td>Flavour</td>
<td>Mild</td>
<td>Strong</td>
</tr>
<tr>
<td>Application</td>
<td>Noodles with high absorption ratio</td>
<td>Noodle with low water absorption ratio</td>
</tr>
</tbody>
</table>

*Source: OYC Americas, 2014*
Important Properties of Noodle Block

• Steaming of Noodles
  - The **degree of steaming** is critical and depends on the **original moisture content** of noodles
  - **Amount, Pressure, Temperature of Steam** and **Steaming Time**
  - **Under steamed noodles** will have a hard core, and difficult to cook
  - **Over steamed noodles** are soft and sticky.

• Folding into different shape of desired
  Square, round, cup or bowl

*Source: NPCS Board of Consultants & Engineers, 2018*
Important Properties of Noodle Block

- Frying of Noodles
  - Frying temperature and time are usually varied from 140-160°C, for 60-120 seconds, respectively.
  - The frying process should be optimized to obtain fried noodles with good sensory properties, low fat content, and low fat decomposition products.
  - The frying process removes the water content from the noodles strands, giving a porous structure that rehydrates quickly when water is added.
  - No fat should be separate in the cooking water, and the noodles should have a strong bite and a firm non-sticky surface.

Source: NPCS Board of Consultants & Engineers, 2018
Important Properties of Noodle Block

- Air-drying of noodles
  - Noodles drying can also be done by hot air
  - A high degree of starch gelatinization is required for the production of hot-air dried instant noodles.
  - Non-fried instant noodles usually requires longer cooking time.
  - Lesser fat content, alleviate health concerns about the fat content and presence of trans-fatty acids from partially hydrogenated and hydrogenated oils.

Source: NPCS Board of Consultants & Engineers, 2018
Important Properties of Noodle Block

- Free from rancidity
- **Curvy** Shape Noodle
  - Saving up space
  - Convenient for transport

If the noodles is straight, it might be broken during the shipment, where not in consumer’s favour.

- Avoid sticky noodles during cooking

Straight noodles tends to stick together when cooking

*Source: NPCS Board of Consultants & Engineers, 2018*
References

References


References