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## 50 years of Nissin Cup Noodles / Nissin Foods, the inventor of instant noodles, is celebrating 50 years on the market



Eschborn (ots) -

### A recipe for success since its invention and market relaunch 50 years ago: the authentic Asian Cup Noodles from Nissin

The Japanese company Nissin Foods, the inventor of instant noodles, is celebrating 50 years of releasing Cup Noodles this year on 18 September – and Nissin is joining in on the celebrations in over 100 countries worldwide!

Nissin is looking back at a successful history with its Cup Noodles. Nissin Cup Noodles went on sale on 18 September 1971 and have been an integral part of the product range ever since. In 2003, Cup Noodles reached 20 billion units sold worldwide since their launch. In 2011, the CUPNOODLES MUSEUM opened in Yokohama, Japan. In the following year, the "Soba" products were added to the Cup Noodles range in Europe.

The Cup Noodles Soba range is now worth over £ 16m[1] in the UK in the last 52 weeks. These delicious wok-style noodle pots have convinced consumers, holding the second highest repeat rate in the Pot snacks Category at 52% of repeat buyers. The total Nissin Cup Noodles portfolio has seen an impressive growth of 28.1% retail sales value in the last 52 weeks[2] despite lapping COVID-19 stockpiling effects. To mark its 50th anniversary, Nissin has recorded 50 billion Cup Noodles sold worldwide in 2021.

Each cup of the "Cup Noodles" brand reflects the exciting and flavoursome world of Asian food and noodle culture. The range, which offers ramen-style and wok-style products, brings the authentic Asian taste to consumers in over 100 countries worldwide. With minimal time and effort, they can enjoy a delicious hot meal at home, in the office or on the go.

"In addition to a display and social media campaign, consumers can look forward to a competition with attractive prizes," reveals Olaf Büttner, Managing Director for Germany and Europe. "Since food retail is still our most important sales market, registration for the competition takes place directly at the POS."

"We are celebrating 50 years of popularity with our Cup Noodles, which continue to grow worldwide. Whether wok-style or soup-style - the expertise of Asian noodle production is in every cup," explains Tomomitsu Taue, Marketing Director for Nissin Foods Europe. "We draw on the continued success as motivation to constantly develop ourselves and our Nissin Cup Noodles

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