



Enjoy #HappyMothersDay at a Festive Go-to with Instagrammable Snaps Pamper the Queen of Your Life with a Fun-filled Staycation for a Memorable Retreat at the CUPNOODLES MUSEUM HK



(Hong Kong, 3 May 2021) Where is the go-to destination for a memorable Mother's Day? Come for an exceptional Japanese food journey at the CUPNOODLES MUSEUM Hong Kong (the "Museum") and give your Mum a smile by surprising her with our chart-topping staycation plan. The Mother's Day Special is now underway at the Museum to excite all Nissin fans from 6 May (Thu) to 9 May (Sun). Get your phone ready for Instagram-worthy shots at the Museum and see what's next.

Featuring 3 interactive workshops, families can dive into the fun of "My CUPNOODLES Factory", "My Granola Factory" and "Demae Iccho Factory" – along with many distinctive exhibition corners which are perfect for photos throughout the Museum. What's more, to celebrate Mother's Day, a picture-perfect spot for families is on the way for you to splash out your parental love on social media. Ching Chai, the Chief Creative Director, has also curated a spectacular celebration campaign for Hong Kong families:

1. Snap a sweet family image at the pop-up display in the museum from 6 May (Thu) to 9 May (Sun);
2. Upload the photos to social media platforms and set public with hashtag (#CUPNOODLESMUSEUMHK, #happymothersday, #ilovemama);
3. Show the post to the museum staff and Ching Chai will offer you a special discount for a limited edition souvenir, the Ching Chai Family shopping bag, at a discounted price of HK\$50 (50% off the original price).

Remarks: Only 100 pieces available each day. Offer valid while stocks last. All goods are non-refundable and cannot be returned after transaction.



The highlights of the pictures may also be handpicked by Ching Chai to share Cup Noodles HK's Facebook page to spread the love to others.

Planning to spoil your mum to make her feel extra special? Delight her with the "Stay & Play – CUPNOODLES MUSEUM Staycation" at the Royal Pacific Hotel. On top of creating their own cup noodles, families can also tuck into a sumptuous buffet at Café on the Park and immerse themselves in the festive getaway in a comfortable guest room and enjoy the hotel's fantastic vista.

Send the queen of your life the warmest gift on Mother's Day with a special Japanese journey at the Museum. Book early online to avoid disappointment!

CUPNOODLES MUSUEM Hong Kong			
Venue:	Shop 26-35, 2/F, China Hong Kong City, Tsim Sha Tsui		
Opening hours:	Mon, Tue, Thu & Sun: 11:15am - 8:15pm Fri, Sat & General Holidays: 11:15am - 9:15pm Wed: closed		
Ticketing:			
- Visitors can make advance bookings online for the workshops (www.cupnoodles-museum.com.hk).			
- Free entry to Museum Gift Shop.			
Workshop	Price	Duration	Remarks
My CUPNOODLES Factory	\$60	30 mins	Children under the age of 3 and not occupying a seat, are allowed entry free of charge if accompanied by an adult who holds a valid admission ticket.
Demae Iccho Factory	\$120	90 mins	Persons below 110cm will not be admitted. Visitors participating in "Demae Iccho Factory" must purchase tickets in pairs to enjoy the activity in duos.
My Granola Factory	\$60	30 mins	Children under the age of 3 will not be admitted.

Stay & Play – CUPNOODLES MUSEUM Staycation	
Hotel:	The Royal Pacific Hotel (Address: China Hong Kong City, 33 Canton Road, Tsim Sha Tsui, Kowloon)
Campaign Date:	6 May 2021 (Thu) to 9 May 2021 (Sun)
Enquiries:	Tel: +852 2738 2222 Email: reservations@royalpacific.com.hk Website: http://bit.ly/rph-stay-and-play-staycation-book-en

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High resolution photos: <https://bit.ly/3wiucLg>

About Nissin Foods Company Limited

Nissin Foods Company Limited (The "Group"; Stock code: 1475) is a renowned food company in Hong Kong and the PRC with a diversified portfolio of well-known and highly popular brands and the largest instant noodle company in Hong Kong. The Group officially established its presence in Hong Kong in 1984. The Group primarily manufactures and sells instant noodles, frozen foods and other food products under its two core corporate brands, namely "NISSIN" and "DOLL" together with a diversified portfolio of iconic household premium food brands. The Group's five flagship product brands, namely "Cup Noodles", "Demae Iccho", "Doll Instant Noodle", "Doll Dim Sum" and "Fuku" are also among the most popular choices in their respective food product categories in Hong Kong. In the PRC market, the Group has introduced technology innovation through the "ECO Cup" concept into the market and primarily focuses its sales efforts in first-and second-tier cities located in the eastern and southern parts of the PRC.

Nissin Foods is a constituent of eight Hang Seng Indexes, namely: Hang Seng Composite Index, Hang Seng Consumer Goods & Services Index, Hang Seng Stock Connect Hong Kong Index, Hang Seng Stock Connect Hong Kong MidCap & SmallCap Index, Hang Seng Stock Connect Hong Kong SmallCap Index, Hang Seng SCHK Mainland China Companies Index, Hang Seng SCHK ex-AH Companies Index, and Hang Seng Small Cap (Investable) Index. For more information, please visit www.nissingroup.com.hk.

This Press Release is distributed by Wasabi Creation Ltd on behalf of Nissin Foods Company Limited.

For media enquiries:

Ms Jenny Lau Tel: 2811 4900 / 9040 0988
Ms Kian Cheung Tel: 2811 4900 / 5160 9628
Mr Dicky Li Tel: 2811 4900 / 9137 7299

Email: jenny@wasabic.com.hk
Email: kian@wasabic.com.hk
Email: dicky@wasabic.com.hk

Nissin Foods Company Limited

Public Relations Department

Blanche Wong / Edith Yuen

Email: pr@nissinfoods.com.hk