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新聞稿 Press Information

【 Nissin Foods Cup Noodles 50th Anniversary presents 】
The newly upgraded Cup Noodles with
"Better soup adhesion. Better flavour absorbency."
Embark on your exclusive tasteful journey
with the better noodle texture and thick soup base



Celebrating its 50th anniversary, Cup Noodles takes you on a new journey with upgraded products

Nissin Foods has been a household name among Hong Kong people for many years. Committed to improving the quality and innovation of products, the company has been innovating to satisfy the needs of their fans.

Celebrating the 50th anniversary of Cup Noodles, with its technology and improved formula, Nissin Foods presents a newly improved Cup Noodles product with better noodle texture, allowing everyone to enjoy the upgraded noodles anytime, anywhere.

Upgraded deliciousness and enjoyment with 16 upgraded flavours

There are a total of 16 flavours of upgraded Cup Noodles for everyone to enjoy, which is categorised into the Classic series, the Southeast Asian style series, and the Western series. The Nissin upgraded Cup Noodles features a new noodle formula for “better soup adhesion and better flavour absorbency”, the smooth and springy noodles are paired with a luscious soup base, serving with flavourful condiments to satisfy the taste buds. These revolutionising products will give us the most unexpected and delicious experience, injecting vitality into the busy lives of Hong Kong people.

The infamous Cup Noodles are now in new packaging

In addition to the brand-new upgrades in noodle quality and taste, the Cup Noodles packaging has been resized to unify with their Japanese product line, while retaining the original style of the brand. The classic prawn-flavoured Cup Noodles, in particular, has reenacted its 1971 classic design with its white colour and gold caterpillar pattern.



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Get ready with the new collaboration with the world-famous EVANGELION



Nissin Cup Noodles has been very popular among younger consumers. While continuously improving and developing new flavours, they often integrate art and animation elements into their products to create different experiences for each customer. During the period between July and September, Cup Noodles will have a first-ever collaboration with the popular Japanese anime series “EVANGELION”. Both Nissin fans and anime lovers will be able to participate in various activities and enjoy the upgraded Cup Noodles with limited packaging designs. Stay tuned for details!

Product description of 16 newly upgraded flavours

1. Classic series

Being the long-standing brand of Cup Noodles, there are 9 classic flavours in total, including the widely reputed Seafood Flavour and Prawn Flavour, Spicy Seafood Flavour for adventure seekers, with Beef Flavour and XO Sauce Seafood Flavour for people who like authentic local food. Each upgraded cup is carrying an array of condiments, the improved noodles filled with luscious soup. With just 3 minutes, one could satisfy their cravings with a delicious, savoury-rich cup of ramen.



Seafood Flavour



Prawn Flavour



Spicy Seafood Flavour



Seafood Curry Flavour



XO Sauce Seafood
Flavour



Chicken Flavour



Beef Flavour



Spicy Beef Flavour



Pork Chowder Flavour

2. Southeast Asia Series

Southeast Asian cuisine has been well received by Hong Kong people with an increasing number of Southeast Asian restaurants in the territory. To satisfy the craving for these rich and complex flavours, Cup Noodles introduces a variety of Southeast Asian flavours, such as the best-selling Tom Yum Kung Flavour and the newly launched Thai Crab Curry Flavour. With the mouth-watering spicy soup base and assorted condiments, Cup Noodles brings you a trip to Southeast Asia without actually travelling there!



Tom Yum Goong Flavour



Thai Crab Curry Flavour



Black Pepper Crab
Flavour



Laksa Flavour

3. Western Series

Cup Noodles' Western series is also well received by the public. Their thick and creamy soup is packed with seafood flavours, creating a sophisticated taste for enjoyment. Both Chowder and Bisque flavours would bring you the satisfaction that everyone is longing for.



Mushroom Seafood
Chowder Flavour



Lobster Bisque Flavour



Clam Chowder Flavour



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