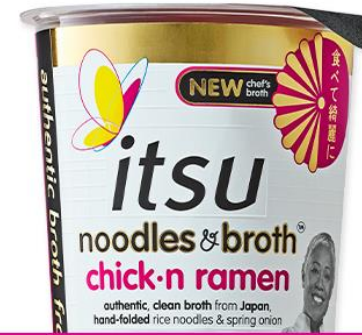


noodles worth loving

are pioneering a revolution in the \$120 billion a year
instant noodle market

noodles worth loving



convenient

- 👉 ready in 5 minutes
- 👉 under or approx. £2
- 👉 100 quick recipes online
- 👉 no saucepan needed
- 👉 improved, affordable quality
- 👉 multipack deals on Amazon
- 👉 easy to apply toppings
- 👉 pots to go
pouches at home

mega marketing

- 👉 Monica Galetti endorsed
- 👉 huge influencer programme
- 👉 TikTok, Youtube, Instagram
- 👉 OOH & trade marketing
- 👉 top agencies onboard for 2026
- 👉 FSDU's across UK
- 👉 5000 gift boxes a month
- 👉 TV adverts
- 👉 entire UK population are potential customers
- 👉 the instant noodle market is worth \$122 billion p.a.

healthy

- 👉 miso is a famous health food high in anti-oxidants vitamins
- 👉 no E-numbers
- 👉 no MSG, colouring or gluten
- 👉 no preservatives
- 👉 clean deck & restaurant quality
- 👉 additive, chemical, UPF free
- 👉 gluten free rice noodles
- 👉 no compromise on ingredients
- 👉 pro-biotic & pre-biotic due to fermentation
- 👉 all approx. 250 calories
steamed noodles
[never deep-fried]

lovable

- 👉 tastes great
- 👉 inexpensive
- 👉 filling but not fattening
- 👉 easy to make
- 👉 cool product
- 👉 contains miso
- 👉 MasterChef judge endorsed
- 👉 authentic Asian ingredients
- 👉 soup paste [not powder]

our marketing playbook

familiarity, foundations & fame
via our unique gift box system

2000 'people of influence' gift boxes
500 influencer gift boxes every month

Monica Podcast & TV appearances
supporting customers, sponsors
& sponsorship across
sport, fashion & the arts



paid media across
multiple channels

Major ATL activity
across OOH & TV

Paid YouTube
& TikTok activity

Creative advertising
firms gathering
millions of views



dynamic partnerships,
collaborations & events

Front of store displays across 85 itsu
restaurants & thousands of retailers

supporting customers, sponsors
& sponsorship across sport, fashion
& the arts pot



Noodles Worth Loving in the USA

Market Scale & Growth

- \$19bn U.S.A. instant noodle market (2025)***
- 7–8% CAGR projected over the next decade***

Growth driven by shifting consumer expectations:

Health forward & premium

- Consumers want comfort food that feels less junk, more everyday meal
- Clean labels, functional ingredients, authentic Asian flavours

Everyday convenience for Modern Lifestyles

- Meals in minutes for hybrid work, late-night, or quick-lunch occasions
- Single-serve, microwaveable, portioned for real meals

Emotional & Nostalgic appeal

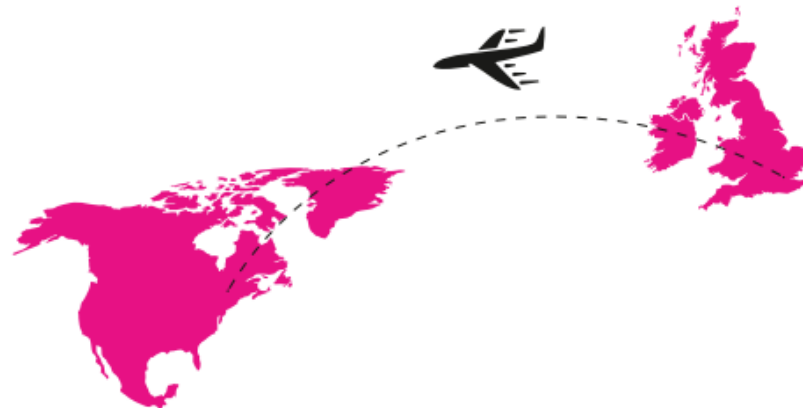
- instant noodles meet the comfort + familiarity gap
- premiumisation opens the category to a new audience

Clear Whitespace For:

- Premium-but-accessible positioning
- Authentic Asian flavour leadership
- Cleaner-label, broth-led innovation

Why The USA Matters:

- One of the largest instant noodle markets globally
- Historically dominated by low-price, low-quality brands



the range



the travel cup

