

## Nissin Noodles - The Instant Meal with a Lasting Legacy

<https://www.youtube.com/watch?v=fqseyLw2Flg>

Answer the following questions while viewing the program.

1. What year were instant noodles first introduced? 1958
2. What country first introduced these noodles? Japan
3. What was the first flavor created? Chicken
4. One billion servings of noodles were consumed by people all over the world.
5. Summarize how instant noodles became a global phenomenon.

Answers will vary

6. Who invented the instant noodles? Momofuko Ando
7. What world issue impacted the inventor's business philosophy?

Hunger

8. What did the answer to #7 cause him to do?

Enter the food industry / create a food company.

9. How did the idea of developing noodles come about?

Penniless Ando remembered ppl eating from a noodle stand & thought the convenience of instant noodles would be helpful

10. Describe the inventor's first lab and the equipment he purchased.

Make shift lab in his backyard  
 - noodle maker, wok, roller, cutting board  
 - flour / cooking oil

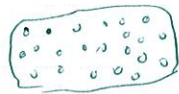
11. What two conditions needed to be included for the noodles to be instant?

- a. all moisture removed
- b. reconstitute within minutes after dipped in water.

12. What connection was discovered between cooking tempura and his noodles?

The effects of cooking tempura was what he needed for his noodles

13. Draw and describe the cross section of a noodle.



very porous middle

14. When noodles are fried the moisture of the dough is vaporized and tiny holes form. When hot water is poured over the noodles it penetrated the pores moistening the dry dough and giving back their tender texture. This method of cooking is referred to as flash-frying.

15. How much did the first instant noodles cost? .10

16. Today a 12 pack of instant noodles costs \$3.19. What would the cost be today for an individual pack? .27

17. What utensils does the Asian culture use to eat their instant noodles? Chopsticks. Describe your skill level in using the utensils to eat noodles.

Answers will vary.

18. Why were wholesalers not enthusiastic about this product when it was presented to them?

Thought it was too expensive; they were 6x more than fresh noodles.

19. How did the inventor try to drum up business? Was this a successful tactic?

Held taste-testing events; yes

20. How many packages of instant noodles were produced daily at the first factory? 100,000 pks/day


21. What happened in the early 1960's to cause sales of instant noodles to soar? *TV advertising/commercial*

22. What year did cup noodles enter the market? 1971

23. How was the cup noodle idea inspired and how did it come to be?

*On a trip to the USA, noticed ppl needed a portable snack/food to eat anywhere/anytime, even eat while walking; thus the cup. Needed readily available "bowls" => cups*

24. What manufacturing problem did Ando face with his cup noodle idea and how did he solve it?

*couldn't get noodles to evenly fill cups. Turned the process upside down.  over noodles.*

25. In the museum dedicated to instant noodles individuals can actually make their own noodles. What are the basic steps from beginning to end?

*Prepare dough, flatten/cut into strips, steamed/seasoned, + then flash-fried.*

26. What does the axiom "Think global, act local" mean?

*Take a global concept such as noodles + add local flavors.*

27. What did this global strategy have to do with the sales of the product in the USA?

*- went for a homemade taste, adding more flavors based on US tastes (less or no soy sauce)*

28. 1200 = the number of different varieties of instant noodles from all of the manufacturing plants across the world.

29. Why do many families (and college students) turn to instant noodles as their meal?

*cheap, easy to make + eat.*

30. Why are instant noodles considered unhealthy with flash-frying?

*Too much oil.*

31. Describe the new, healthier technique used to make instant noodles.

*longer, slower drying with more hot air + then sprayed with a mist of oil.*

32. Nissin is constantly striving to create new flavors for their instant noodle line. What flavor is your favorite? \_\_\_\_\_ If you had to develop a new flavor for instant noodles, what would it be? Describe below.

*Answers will vary*

33. Would an Instant Noodle or Ramen Noodle Eatery be successful in this area? Explain why or why not.

*Answers will vary*

34. What does the term "glocalization" mean?

*Answers will vary*

35. How many other ways (besides soup) can you think of to use ramen or instant noodles in preparing food/meals? List them below.

*Answers will vary ... Show YouTube clip. + then share lab.*