

Nissin Noodles - The Instant Meal with a Lasting Legacy

<https://www.youtube.com/watch?v=fgseyLw2Flg>

Answer the following questions while viewing the program.

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

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

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

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

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

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



12. What connection was discovered between cooking tempura and his noodles?
13. Draw and describe the cross section of a noodle.
14. When noodles are fried the moisture of the dough is _____ and tiny _____ form. When hot _____ is poured over the noodles it _____ the pores _____ the dry dough and giving back their _____ texture. This method of cooking is referred to as _____.
15. How much did the first instant noodles cost? _____
16. Today a 12 pack of instant noodles costs \$3.19. What would the cost be today for an individual pack? _____
17. What utensils does the Asian culture use to eat their instant noodles? _____ Describe your skill level in using the utensils to eat noodles.
18. Why were wholesalers not enthusiastic about this product when it was presented to them?
19. How did the inventor try to drum up business? Was this a successful tactic?
20. How many packages of instant noodles were produced daily at the first factory? _____



21. What happened in the early 1960's to cause sales of instant noodles to soar?
22. What year did cup noodles enter the market? _____
23. How was the cup noodle idea inspired and how did it come to be?
24. What manufacturing problem did Ando face with his cup noodle idea and how did he solve it?
25. In the museum dedicated to instant noodles individuals can actually make their own noodles. What are the basic steps from beginning to end?
26. What does the axiom "Think global, act local" mean?
27. What did this global strategy have to do with the sales of the product in the USA?
28. _____ = 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?



30. Why are instant noodles considered unhealthy with flash-frying?
31. Describe the new, healthier technique used to make instant noodles.
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.
33. Would an Instant Noodle or Ramen Noodle Eatery be successful in this area? Explain why or why not.
34. What does the term “glocalization” mean?
35. How many other ways (besides soup) can you think of to use ramen or instant noodles in preparing food/meals? List them below.

