

# The world of Instant Noodles

By Charlotte Fonkert



*Home of taste*

Did you know that we eat almost 106 billion servings of noodles each year throughout the world?

## INSTANT NOODLES

My favourite instant noodles are Korean Kimchi noodles. That might not be as coincidental as you'd think because the Korean instant noodles market is relatively big. With 75 servings per person a year, they eat the most instant noodles of all countries in the world. Fortunately, I'm not alone in my love for noodles. At Exter we love them too! Our taste ingredients have been used for instant noodles successfully for years. Ever since we try to be innovative in this segment. Which is why I'd like to take you through the world of instant noodles.

## DID YOU KNOW:

- 80% of the instant noodles are eaten in Asia?
- The noodles in the US are cut into shorter pieces because they don't like to slurp?
- In Mexico and the Philippines lime and calamansi are used to freshen up the taste?
- That cheese a popular taste direction is for instant noodles in Europe and the US?



## THE TASTE OF INSTANT NOODLES

The instant noodle market is huge and the variety is great with the most eaten broth tastes being: chicken, pork, beef, seafood and vegetable. Around 80% of the instant noodles are eaten in Asia. But noodles are also popular in the rest of the world. For example: in the USA 4.63 million portions of noodles were eaten in 2019. However, the noodles in the US are mostly cut into shorter pieces, as they don't like slurping. The next non-Asian country with a high instant noodles' consumption is Russia. Unique about Russia is that it is quite common to eat the instant noodles while on a sleeper train, crossing the country.



## EXTER TASTES IN NOODLES

We have been working for years with companies who make noodles or provide the paste, seasoning sauce or (dried) bouillon for instant noodles. We offer a variety of strong and tasty savoury ingredients. Which are suitable to use in soups and broths and have a long shelf life stability.

### TOP 5 SUCCESSFUL EXTER NOODLE TASTES 2020

- 1. DARK ROASTED CHICKEN**  
added to powdered broth.
- 2. RARE MEAT TASTE**  
in noodles seasoning.
- 3. IN-DOUGH UMAMI**  
intense savoury umami and long lingering in noodle dough.
- 4. SAVOURY BOUILLON**  
in noodle cooking sauce.
- 5. JUICY FATTY WHITE CHICKEN BOUILLON**  
in bouillon paste.

With almost 300 million instant noodle servings per day, it is no surprise that the Exter savoury taste ingredients are successful in the instant noodles industry.



*'To make dried noodles, the dough is kneaded, matured, pressed and cut, seasoned, steamed, deep fried, cooled, checked and packed.'*

EXTER

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Would you like to learn more about our Savoury Taste Ingredients? Or do you like to receive a sample? Don't hesitate to contact me.

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