



Noodles & Company Unveils Limited-Time Bulgogi Steak Mac & Cheese Ahead of National Mac & Cheese Day

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Bold Korean-Inspired Flavor Hits Menus Nationwide July 2, with a Special BOGO Offer on July 14 to Celebrate National Mac & Cheese Day

BROOMFIELD, Colo., June 25, 2025 /PRNewswire/ -- Noodles & Company (NASDAQ: NDLS), the fast-casual favorite known for its globally inspired noodle bowls and legendary Mac Menu, is turning up the heat this summer with the launch of Bulgogi Steak Mac & Cheese. Available for a limited time beginning July 2, this bold new bowl fuses the creamy comfort of Noodles' iconic Creamy Mac & Cheese with tender steak and a sweet-and-spicy Korean-style Bulgogi sauce, delivering a crave-worthy and unique twist on a classic that guests can't find anywhere else.



On July 14, in celebration of National Mac & Cheese Day, Noodles Rewards members can enjoy a BOGO-style offer: Buy any regular entrée, get 50% off a Mac Menu dish. It's the perfect chance to try the new Bulgogi Steak Mac, enjoy the famed Creamy Mac, or dig into bold flavors like Buffalo Chicken Ranch Mac—all for half the price.

"At Noodles, we're all about delivering craveable flavors that leave a lasting impression," said Scott Davis, Chief Concept Officer at Noodles & Company. "Our new Bulgogi Steak Mac & Cheese combines the rich, cheesy comfort our guests love with the bold, sweet-spicy kick of Korean-style steak. With our culinary expertise, we love crafting unexpected flavor pairings that're both unconventional and unbelievably delicious. It's a flavorful twist that takes our legendary Mac Menu to the next level, just in time for National Mac & Cheese Day."

Introducing Bulgogi Steak Mac & Cheese

Bulgogi Steak Mac & Cheese is crafted to impress and made to crave. This bold new bowl features elbow noodles tossed in a creamy cheddar-jack cheese sauce, topped with seared steak, sweet and spicy Korean-style Gochujang sauce, scallions, crispy onions, and a finishing touch of Asian seasonings. It's comfort food with a kick—available for a limited time only at Noodles & Company locations nationwide.

The Best Way to Eat Bulgogi? Spoonsticks

To celebrate the launch of the bold new Bulgogi Steak Mac, Noodles & Company is turning up the heat on social media with a limited-time giveaway. From June 27 to July 3, fans can enter by commenting on the [Noodles & Company Instagram](#) page post featuring Bulgogi Steak Mac and tagging a friend.

One hundred lucky winners will score a pair of exclusive Spoonsticks—a custom utensil with a spoon on one end and chopsticks on the other. It's the perfect way to dig into this sweet, spicy, and totally craveable mac mashup.

Join Noodles Rewards for Perks and Points

Noodles Rewards is free and easy to join on the Noodles app or at noodles.com/rewards. Rewards members earn points on every order to redeem on freebies in the rewards store. Members also enjoy exclusive offers tailored to their preferences, surprise deals like the upcoming BOGO Mac & Cheese offer on July 14th for National Mac & Cheese Day, a special birthday reward, and even early access to new menu items. Even better? New rewards members will earn a free entrée after their first purchase of \$10 or more.

About Noodles & Company

Since 1995, Noodles & Company has been on a mission to own the noodle, serving up craveable flavors and fresh, made-to-order dishes that bring comfort, adventure, and discovery to every bowl. From indulgent, cheesy Mac to globally inspired favorites like Japanese Pan Noodles, the menu is crafted for every taste, with options to satisfy, surprise, and inspire. With more than 460 restaurants and a team of passionate noodle lovers, Noodles is a brand built on flavor, innovation, and a culture that celebrates its people. Recognized as one of America's Favorite Restaurants and Best Loyalty Programs by Newsweek in 2024 and 2025, and one of the Most Trustworthy Companies in America, Noodles continues to redefine what it means to be a fast-casual favorite. The brand has also been honored as one of Forbes' Best Employers for Diversity (2021–2024) and Best Employers for Women (2021, 2024), while QSR has named it one of the Best Brands to Work For in both 2022 and 2023. Noodles believes in the power of great

food, great people, and great experiences. That means investing in industry-leading team member benefits, fostering an inclusive culture, and continuously evolving to meet the needs of its guests. To learn more and to find the location nearest you, visit www.noodles.com.

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