



## Noodles & Company Turns Up the Heat with New Chili Garlic Ramen

October 9, 2025

*Inspired by viral ramen hacks and Gen Z flavor trends, Chili Garlic Ramen serves up buttery noodles, savory garlic, and a bold kick of chili without the need for flavor packets or DIY, making it the ultimate ramen hack*

BROOMFIELD, Colo., Oct. 9, 2025 /PRNewswire/ -- Noodles & Company (NASDAQ: NDLS), the fast-casual favorite known for its saucy, satisfying noodle bowls, is bringing a viral sensation to the menu with its new Chili Garlic Ramen. Inspired by trending ramen hacks, this broth-less bowl delivers all the buttery, spicy, umami-packed flavor fans crave, without the draining, doctoring, or DIY. Available for just \$8.95 for a limited time, Chili Garlic Ramen makes its exclusive Rewards Members debut on October 15, and to all guests nationwide on October 17.



"At Noodles & Company, we know noodles better than anyone, and ramen is a dish our guests have been craving from us," said Joe Christina, president and chief executive officer at Noodles & Company. "With Chili Garlic Ramen, we're bringing that craveable comfort to life in a bold, flavorful way that only Noodles can. It's everything guests love about ramen, made easier and more delicious to enjoy."

"Our Chili Garlic Ramen is buttery, umami, and perfectly spiced — the ultimate one-step hack," said Tina Massey, director of culinary R&D at Noodles & Company. "We start with authentic ramen noodles from a multi-generation Brooklyn-based supplier, Wonton, and finish with our custom chili garlic spice blend. After nearly 15 years developing dishes at Noodles, this is one of my favorites, and I hope our guests can taste the love in every bite."

### **No hacking needed: Noodles & Company Did it For You (DIFY)**

From "lazy girl dinner" to "Soft Life," Gen Z is embracing the art of doing less as a conscious response to burnout, economic pressures, and the pursuit of balance. Trends like #QuietVacationing and #BareMinimumMonday are reframing rest and simplicity as aspirational lifestyle choices. At the same time, TikTok has exploded with more than 20,000 #RamenHacks posts, proving just how much people love customizing and elevating instant noodles.

With Chili Garlic Ramen, Noodles & Company saves you the trouble. It's all the craveable flavor of a ramen hack without the effort—no prep, no cleanup, just a fresh, delicious bowl made for you.

To perfect the ultimate ramen hack, dig into Chili Garlic Ramen starting October 15 for Noodles Rewards Members and October 17 for everyone. Order at your nearest Noodles & Company or online at [Noodles.com](https://www.noodles.com).

### **Join Noodles Rewards for Perks and Points**

Noodles Rewards is free and easy to join on the Noodles app or at [noodles.com/rewards](https://www.noodles.com/rewards). Rewards members earn points on every order to redeem for freebies in the rewards store. Members also enjoy early access to new menu items such as the Chili Garlic Ramen, exclusive offers tailored to their preferences, surprise deals, and even a special birthday reward. Even better? New rewards members will earn a free entrée after their first purchase of \$10 or more.

### **About Noodles & Company**

[Noodles & Company](https://www.noodles.com) has known noodles since 1995. For 30 years, the brand has brought people together over craveable classics and globally inspired flavors, from indulgent Creamy Mac & Cheese to bold Japanese Pan Noodles. With more than 445 restaurants and a team of passionate noodle lovers, Noodles is built on flavor, comfort, and a people-first culture. Recognized by Newsweek as one of America's Favorite Restaurants and Best Loyalty Programs and honored by Forbes and QSR as a top employer, Noodles continues to define what it means to be a fast-casual favorite.

**Media Contact:** Danielle Moore, [Press@Noodles.com](mailto:Press@Noodles.com)



View original content to download multimedia:<https://www.prnewswire.com/news-releases/noodles--company-turns-up-the-heat-with-new-chili-garlic-ramen-302576023.html>

SOURCE Noodles & Company