



Noodles & Company Opens First New Mexico Restaurant in Las Cruces

September 23, 2026

Newest restaurant brings 30 years of noodle expertise and a world of flavor to Southern New Mexico

- Now open in Las Cruces: Noodles & Company's first New Mexico restaurant opens Sept. 23 at 3497 Northrise Dr. in Las Cruces.
- Something for every noodle craving: Guests can enjoy made-to-order favorites including Creamy Cheddar Mac & Cheese, Japanese Pan Noodles and Pesto Cavatappi, along with salads, soups and shareables.
- Local franchise partnership: Tsunami Enterprises, a local franchise partner, operates the restaurant under a multi-unit franchise and area development agreement supporting Noodles & Company's presence in New Mexico.

LAS CRUCES, N.M., Sept. 23, 2026 /PRNewswire/ -- No one knows noodles like Noodles & Company. Noodles & Company, the only national restaurant brand dedicated entirely to noodles, is bringing more than 30 years of noodle expertise to New Mexico with the opening of its first restaurant in the state.



Located at 3497 Northrise Dr., the new restaurant brings Las Cruces guests a world of flavor under one roof, with fresh, made-to-order dishes ranging from comforting classics to globally inspired favorites. Whether stopping in for a quick lunch, picking up dinner for the family, or discovering a new favorite, guests can find something for every noodle craving.

"We believe Las Cruces is an ideal community for Noodles & Company, and we're incredibly excited to officially bring the brand to New Mexico," said David Lehn, Director of Franchise Operations at Noodles & Company. "With a vibrant and growing community that embraces great food and bold flavors, we're confident our unique menu and something-for-everyone variety will resonate with Las Cruces guests. Together with Carlos and the Tsunami Enterprises team, we look forward to introducing more people to what Noodles does best and becoming a meaningful part of this community."

"We're thrilled to bring Noodles & Company to Las Cruces and to be the team introducing the brand to New Mexico," said Carlos Hill, president of Tsunami Enterprises, LLC. "As a longtime fan of Noodles, I'm excited to share a brand and menu I genuinely believe in with our community. Our team is ready to welcome our new neighbors, deliver a great experience and build a restaurant that Las Cruces can call its own."

Growing Noodles in New Mexico

Tsunami Enterprises, LLC, operates the Las Cruces restaurant as part of a multi-unit franchise and area development agreement with Noodles & Company. The opening marks Noodles & Company's entry into New Mexico and expands the brand's presence in the region. Through its partnership with Tsunami Enterprises, the brand plans to expand across the area.

The new Las Cruces restaurant is expected to create 20 to 30 local jobs. Beginning Sept. 23, guests can visit the restaurant daily from 10:30 a.m. to 10 p.m. Additional information is available at [Noodles.com](https://www.noodles.com).

Join Noodles Rewards for More

Noodles Rewards members earn points on every order and receive access to exclusive offers, early access to new menu items and birthday rewards. New members can join for free through the Noodles app or at [Noodles.com/rewards](https://www.noodles.com/rewards).

About Noodles & Company

Noodles & Company has known noodles since 1995. For more than 30 years, the brand has brought people together over craveable classics and globally inspired flavors, from indulgent Creamy Cheddar Mac & Cheese to bold Japanese Pan Noodles. With more than 390 company-owned and

franchise restaurants, Noodles is built on craveable flavors, fresh ingredients and bringing people together over great food. The brand partners with experienced franchise operators who share its commitment to delivering great food and exceptional guest experiences. 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.

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