



NBC's TODAY Show And Noodles & Company Attempt Official Guinness World Records™ Title To Celebrate National Zucchini Day

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Record attempted for the most vegetables spiralized in one minute by bicycle

BROOMFIELD, Colo., Aug. 8, 2018 /PRNewswire/ -- [Noodles & Company](#) (NASDAQ: NDLS), known for serving classic noodle and pasta dishes inspired by flavors from around the world, in partnership with NBC's TODAY with Kathie Lee Gifford and Hoda Kotb, today attempted to set a **GUINNESS WORLD RECORDS** title for *Most vegetables spiralized in one minute by bicycle*, dubbed the 'Zoodler,' to celebrate August 8 National Zucchini Day. The **GUINNESS WORLD RECORDS** official title attempt comes just after Noodles & Company became the first fast-casual restaurant to launch zucchini noodles nationwide in May, giving everyone in the family more nutritious, guilt-free options to choose from on the menu.



OFFICIAL ATTEMPT

"Attempting this **GUINNESS WORLD RECORDS** title for National Zucchini Day is all about shining a light on healthier eating and living a more balance lifestyle, while having a blast," said Dave Boennighausen, Noodles & Company Chief Executive Officer. "It's the perfect opportunity to encourage good eating habits and showcase the nutritional benefits of zucchini. Our Zoodles dishes are packed with vitamin C and potassium, and have 90 percent fewer calories and carbs than a regular portion of elbow noodles."

To set the record, **GUINNESS WORLD RECORDS** required a minimum weight of 2.2 pounds, or 1 kilogram, of zucchini be spiralized, compared to the 470,000+ pounds of zucchini spiralized by Noodles & Company for guests since May. Unfortunately, you won't see the Noodles & Company crew pedaling away on the 'Zoodler' spiralizing bike in restaurants; Noodles & Company employees spiralize all Zoodles in-house by hand daily.

"**GUINNESS WORLD RECORDS** thanks Kathie Lee, Hoda and Noodles & Company for attempting this record title in honor of National Zucchini Day," said Michael Empirc, **GUINNESS WORLD RECORDS** Adjudicator. "Their efforts created an incredible amount of spiralized zucchini in a way that is now Officially Amazing™."

While attempting the record was left to the professionals at TODAY, everyone can still get in on the celebration. Special for National Zucchini Day, guests who order an entrée on Wednesday, Aug. 8, at any Noodles & Company location, can swap in zucchini noodles in place of classic noodles for free (normally a \$0.75 charge). Also, beginning the same day, Noodles & Company will feature two Zoodles dishes—the Zucchini Pesto with Grilled Chicken and Zucchini Romesco. And for those seeking something comforting with a bit of a kick, Noodles & Company will debut its Bacon Jalapeño Mac & Cheese on Aug. 8 as well.

To find the nearest Noodles & Company restaurant, visit noodles.com.

About Noodles & Company

[Noodles & Company](#) is a fast-casual restaurant chain where its globally inspired dishes come together to create a World Kitchen. Recognized previously by Parents magazine as a Top Family Friendly Restaurant and by Health magazine as one of America's Healthiest Fast Food Restaurants, Noodles & Company is a restaurant where Japanese Pan Noodles rest comfortably next to Penne Rosa and Wisconsin Mac & Cheese, but where world flavors don't end at just noodles. Inspired by some of the world's most celebrated flavor combinations, Noodles & Company's menu offers soups, salads and shareables. Noodles & Company makes everything fresh to order, just as you like it, using quality ingredients. Servers deliver dishes to the table, allowing guests to sit and relax or grab a quick bite. With more than 400 locations nationwide, from California to Connecticut, guests can find a location near them and tour the global menu by visiting www.noodles.com.

About Guinness World Records

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual *Guinness World Records* books have sold over 141 million copies in 22 languages and in more than 100 countries. Additionally, the *Guinness World Records: Gamer's Edition*, first published in 2007, has sold more than 4 million copies to date.

Guinness World Records' worldwide television programmes reach over 750 million viewers annually and more than 3.3 million people subscribe to the GWR YouTube channel, which enjoys more than 450 million views per year. The GWR website receives over 19.9 million visitors annually, and we have over 15 million fans on Facebook.

The Guinness World Records commercial sales division provides customized consultancy services for some of the world's top brands and agencies to help place record breaking at the heart of their marketing campaigns, employee-engagement programmes, and live and experiential events.

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WORLD KITCHEN

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