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## Noodles & Company Invites Guests on an Asian Exploration

*Company Introduces New Asian Inspired Korean BBQ Meatballs With Gochujang Sauce*

*Guests Invited to Celebrate Noodles New Year on February 10 Honoring the Cultures, Traditions and Culinary Treasures From All Over Asia*

BROOMFIELD, Colo., Feb. 08, 2016 (GLOBE NEWSWIRE) -- [Noodles & Company](#) (Nasdaq:NDLS) is inviting guests to explore the culinary traditions of Asia and experience the flavors of Korea, Thailand, Japan and China by highlighting dishes from its Asian menu category, including the introduction of new Korean BBQ Meatballs with Gochujang Sauce and popular signature items such as Pad Thai with a new flavorful sauce and its popular Japanese Pan Noodles. Noodles & Company will be the first national chain to feature Gochujang — the next must-have flavor — on its menu.

Multimedia elements accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/8db2fb86-21ae-4aa8-aecb-aa245052290d>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/7d38c30e-308c-407c-b8c4-513f5d1172dc>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/f98faf2-8dba-49a0-86c0-6a5156de6687>

As part of this exploration, Noodles & Company is inviting guests to celebrate a new tradition, "Noodles New Year," which honors the cultures and culinary treasures from all over Asia. Beginning Wednesday, February 10, in-restaurant guests will receive one Noodles New Year Peel Card per person, while supplies last, for a chance to win various prizes including free Kids Meals and Korean BBQ Meatballs. One lucky winner from each restaurant will win Free Noodles for a Year. The Company is also celebrating Noodles New Year across its social media channels. Fans can post pictures using #NoodlesNewYear on Facebook, Twitter and Instagram for a chance to win a \$500 Noodles & Company gift card.

"Being a World Kitchen offers our guests the opportunity to explore globally-inspired recipes featuring unique flavors from around the world -- no packing or passports required! Our diverse menu curates the very best, most popular dishes of Asia and allows Noodles & Company the chance to be the first to introduce new flavors like Gochujang, while reacquainting familiar flavors such as Japanese Pan Noodles and Pad Thai," said Mark Mears, Executive Vice President and Chief Marketing Officer at Noodles & Company. "It also furthers our **Made. Different.** brand positioning with each dish made fresh, by hand, one at a time and customized to taste. Our new Korean BBQ Meatballs are made with meat never given antibiotics or hormones, a commitment we announced last fall as part of our REAL Food platform."

Noodles & Company is elevating its globally inspired menu with the introduction of its new Korean BBQ Meatballs, which are tossed with sweet and spicy Korean Gochujang sauce. Gochujang is a sweet, spicy Korean condiment made from red chili, glutinous rice, fermented soybeans and salt, and is being hailed by food trend experts across the globe as potentially the next Sriracha. The new Pad Thai now features a bit more of a traditional recipe with a more balanced sauce and the addition of sprouts and cage-free eggs to the cooking process helps to bring out their great flavor.

The Company has also partnered with Asian Food Expert, Cookbook Author, TV Host and Food Blogger, Chef Katie Chin to spark conversation around making Asian cooking accessible to the masses. Chef Katie will lend her voice to share how Asian cooking is rooted in family tradition and a great way to experience a broad variety of flavors and textures — all of which speak to Noodles & Company's **Made. Different.** brand positioning which highlights its REAL Food. REAL Cooking. REAL Flavors.

"I'm so thrilled to see a brand like Noodles & Company shining a light on their Asian menu category with the theme of Asian Exploration, and am excited to work in partnership with them to celebrate the importance of enjoying family, Asian cooking and culture," said Chin. "The new Korean BBQ Meatballs are a treat for taste buds and features Gochujang, the sauce many are calling the next Sriracha. Gochujang has been an essential part of Korean cuisine for centuries, and it's exciting to see it being recognized by a national restaurant like Noodles & Company, who is able to bring the delicious flavor of Gochujang to neighborhoods across the country."

Guests can expect to see the new Asian Exploration theme integrated into all external and internal communications between now and May. This includes promotional items, digital and social media efforts and in-restaurant brand communications. Noodles & Company's Asian Exploration digital video, featuring Chef Katie Chin, is available online here <http://www.globenewswire.com/NewsRoom/AttachmentNg/0bc137b6-f506-4251-b52f-e6e71012960d>.

For more information on Noodles & Company or to find a location nearest you to dine in, order online for carryout or group catering, please visit [www.noodles.com](http://www.noodles.com) or [www.noodles.com/catering](http://www.noodles.com/catering).

### **About Chef Katie Chin**

Chef Katie Chin is co-author of *Everyday Chinese Cooking* and author of *300 Best Rice Cooker Recipes* and the award-winning *Everyday Thai Cooking*. She was co-host with her late mother, Leeann, of the 2003 national PBS cooking series *Double Happiness*. Her next cookbook, *Everyday Chinese Cookbook: 101 Delicious Recipes From My Mother's Kitchen* will be released in spring 2016. She has been featured in many food and lifestyle magazines such as *O Magazine*, *Cooking Light*, *Bon Appetit*, *Elle*, *Real Simple*, and *Family Circle*. Her numerous appearances on national television include The Today Show, Hallmark Channel, The Daily Buzz, Cooking Channel and as a guest judge on Food Network's Iron Chef America. She appeared as a chef contestant on Cutthroat Kitchen in November 2015.

### **About Noodles & Company**

[Noodles & Company](http://www.noodles.com) is a fast-casual restaurant chain where its globally inspired dishes come together to create a World Kitchen. Recognized by Parents Magazine as a Top Family Friendly Restaurant, and 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, Noodle & Company's menu offers appetizers, soups, salads and sandwiches, too. Everything is made fresh to order, just as you like it, using quality ingredients. Dishes are delivered to the table allowing guests time to sit and relax or grab a quick bite. With more than 470 locations nationwide, from California to Connecticut, guests can find a location nearest them and take a tour of the global menu by visiting [www.noodles.com](http://www.noodles.com).

Media Contact

Erin Murphy

[press@noodles.com](mailto:press@noodles.com)

720.214.1971