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Noodles & Company Spices Up Gift Giving Season With New Hot & Saucy Holiday Box and Gift Card Bonuses

Gift set offers guest first-ever chance to purchase the Company's famous spice blend and hot sauce;

The Company also announces the return of its Holiday Gift Card Promotion, where a \$5 Gift Giver Bonus Card comes with every \$25 gift card purchase

BROOMFIELD, Colo., Nov. 14, 2016 (GLOBE NEWSWIRE) -- The holiday season just got a little spicier with sweet offerings from [Noodles & Company](http://www.noodles.com) (Nasdaq:NDLS), serving classic noodle and pasta dishes from its globally inspired World Kitchen. The Company today announced it will for the first time ever sell its famous, proprietary Smolder from Boulder spice mix and Sriracha sauce for \$5 each or together in its exclusive Hot & Saucy Holiday Box. The Holiday Box is the perfect option for guests looking to put a delicious spin on holiday gift giving, and is available in restaurants exclusively through December 31 for \$10.

"Our Smolder from Boulder and Sriracha are guest favorites, and we constantly hear them ask how they can get their hands on a bottle to bring home. This being the season of giving, we are thrilled to be able to exclusively offer them for purchase for the very first time," said Jonathan Tress, Vice President of Marketing at Noodles & Company. "To go one step further, we wanted to allow guests to give the gift of deliciousness times two by pairing both together in our special Hot & Saucy Holiday Box. It's a sure-fire way to spice up any holiday gift giving routine."

For even more holiday cheer, the Company also announced the return of its popular Gift Giver Bonus Card promotion. Now through December 31, for every \$25 gift card purchased, guests will receive a \$5 Gift Giver Bonus Card, eligible to be redeemed between now and January 16, 2017. As an added bonus, the special Hot & Saucy Holiday Box also includes a gift card holder allowing guests to add even more Noodles love to their holiday gift.

What's a holiday celebration without Black Friday or Cyber Monday deals? Noodles is also offering guests \$4 off any \$10 purchase placed online at order.noodles.com using the code SHOP2016 at checkout November 25 through November 28.

Another great way to enjoy this holiday season is with Noodles Catering. Created with recipes from around the world, catering your holiday party with Noodles & Company is an easy and hassle free way to please all your party guests. Noodles Catering is perfect for a crowd-pleasing, stress free and memorable holiday meal with friends and family.

For more information on Noodles & Company or to find a location nearest you, please visit www.noodles.com or www.noodles.com/catering.

About Noodles & Company

[Noodles & Company](http://www.noodles.com) is a fast-casual restaurant chain where 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 soups, salads and shareables, 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 500 locations nationwide, from California to Connecticut, guests can find a location nearest them and take a tour of the World Kitchen menu by visiting www.noodles.com.

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