

Nissin Foods launches Hot & Spicy FIRE WOK chilli-infused noodles

08 December 2023 | News

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Nissin Foods USA, the creator of iconic brands Cup Noodles and Top Ramen, is heating kitchens nationwide with the launch of Hot & Spicy FIRE WOK Packets, a square ramen pack featuring spicy noodles that are infused with chilli flakes inside the noodle, allowing anyone to create bold, flavour-forward ramen recipes easily. Available in Torched Teriyaki Chicken Flavor and Screamin' Sichuan Beef, these bold, flavour-forward spicy ramen offerings will bring heat to the kitchen in an all-new flexible format for cooking fans to enjoy solo, with friends or in masses.

To mark the arrival of the new chilli-infused Hot & Spicy FIRE WOK Packets, Nissin Foods is partnering with the FDNY Foundation, the official non-profit organisation of New York City's Fire Department to host a culinary showdown at the New York City Fire Museum. The event brought together "New York's Bravest" with teams of firefighters and EMT/Paramedics chefs from each borough, who showcased their creativity in the kitchen with an original, fiery recipe using Hot & Spicy FIRE WOK Torched Teriyaki Chicken or Screamin' Sichuan Beef products.

"Our Hot & Spicy FIRE WOK ramen is perfect for flavour fanatics who seek out heat, so we thought who better than NYC firefighters to truly put it to the test," said Priscila Stanton, Senior Vice President, Marketing of Nissin Foods USA. "These firehouse chefs are super comfortable cooking for a crowd, and our new chilli-infused noodles and Asian stir-fry flavours make it easy to quickly create a delicious group meal. We're so excited to see what bold and spicy recipes they will come up with leveraging these innovative chilli-infused noodles."