

## A TRIBUTE TO OUR FOUNDER



Momofuku Ando, founder of Nissin Foods, passed away on January 5, 2007 at the age of 96. His funeral on February 27 was held in a space-themed setting that evoked the mysteries of the cosmos, in honor of his passion for space that culminated in the development of *Space Ram*, the first noodles to be consumed in space. The funeral committee was chaired by Yasuhiro Nakasone, a former prime minister of Japan, and the funeral was attended by over 6,500 people from the political and business worlds, including former prime minister Junichiro Koizumi.

In 1958, Momofuku Ando founded Nissin Foods after inventing *Chicken Ramen*, the world's first instant noodle product. His achievement brought a revolution in culinary culture. In 1971, he developed *Cup Noodle*, the world's first cup-type noodle product. That seed sown by Momofuku Ando has grown into an industry that supplies 85.7 billion servings annually to consumers throughout the world. In the editorial in its January 9, 2007 edition, the *New York Times* expressed appreciation for the achievements of "Mr. Noodles," who it said deserved an eternal place in the pantheon of human achievement. The entire Nissin Foods organization is united in its determination to follow the wishes of our late founder by continuing to develop innovative food products.

## REMEMBERING MOMOFUKU ANDO

1958

Momofuku Ando invents *Chicken Ramen*, the world's first instant noodle product. He founds Nissin Food Products Co., Ltd.

1964

Momofuku Ando becomes the first president of the Japan Ramen Industry Association (now the Japan Convenience Foods Industry Association). He was chairman from 1989.

1971

Momofuku Ando invents *Cup Noodle*, the world's first cup-type noodle product, and is elected Chairman of the Overseas Trade Conference by Product.

1981

Momofuku Ando is appointed chairman and representative director of Nissin Food Products Co., Ltd.

“ A real idea can be put into practical use and guarantee success. ”



### THE DEVELOPMENT OF INSTANT NOODLES

The technology developed by Momofuku Ando in a humble shed behind his home involved rapidly drying noodles through flash-frying in oil. This method became the basis for all instant noodle production. The ultimate instant noodle product is *Cup Noodle*, a revolutionary concept in which a single container serves as packaging, cooking vessel and serving dish. These two inventions by Momofuku Ando revolutionized culinary culture on a global scale.



### CONTRIBUTING TO INDUSTRY DEVELOPMENT

In 1964, Momofuku Ando established the Japan Convenience Foods Industry Association to promote the growth of the instant noodle industry. Through the Association, he contributed to guidelines for fair competition and product quality, including the establishment of food certification standards for instant ramen under the Japanese Agricultural Standards (JAS). He was also a very early pioneer of manufacturing date labeling. In 1997, he was elected as the inaugural president of the International Ramen Manufacturers Association (IRMA, now the World Instant Noodle Association, or WINA).

1983

Momofuku Ando establishes and becomes chairman of the Nissin Sports Advancement Foundation (now the Ando Foundation).

1996

The Shokusokai (Food Innovation Society) is established with Momofuku Ando as senior advisor.

1997

Momofuku Ando is elected as the inaugural president of the International Ramen Manufacturers Association (IRMA, now the World Instant Noodle Association, or WINA).

2005

Momofuku Ando becomes Founder and Chairman of Nissin Food Products Co., Ltd.



“Stunning products will sell because they will create their own sales channels.”



#### CONTRIBUTIONS TO YOUTH DEVELOPMENT AND CULINARY CULTURE

Momofuku Ando believed that food and sports were the two fundamental requirements for good health. In 1983, he personally endowed the Nissin Sports Advancement Foundation (now the Ando Foundation). The Foundation has contributed to the healthy development of young people by supporting athletics and outdoor activities. The Foundation also runs the Shokusokai, or Food Innovation Society, which encourages venture businesses and food innovation by presenting an annual award named after Momofuku Ando in recognition of creative achievements by food scientists.



#### DEVELOPMENT OF RAMEN FOR SPACE

Another of Momofuku Ando's achievements was the development of *Space Ram*, the first noodles to be consumed in space. After NASA's stringent quality and safety check, the product was carried into space by Japanese astronaut Soichi Noguchi aboard the Space Shuttle Discovery in July 2005. *Space Ram* are based on technology developed by Nissin Foods over many years, including systems to prevent the noodles and soup from escaping in zero gravity. Having spread throughout the world, instant noodles have now carried the ideals of our founder into space.