

## ENVIRONMENTAL ACTIVITIES

### Our refill product, *Cup Noodle Refill*

It combines minimal-packaging noodle packs with a sturdy, reusable serving cup—higher resource savings.



### For a Future of Healthful Food Enjoyment

To build a harmonious coexistence with society and improve the global environment, the Group established the Environmental Charter in 1999, a group-wide commitment to business activities that furthers the interests of environmental protection and resource conservation.

Since the start of fiscal 2008 (year ended March 31, 2008), the Group has implemented global warming countermeasures aiming at reducing CO<sub>2</sub> emissions by fiscal 2011 to a level 13% below emissions in fiscal 2005. Our activities have steadily produced results. For instance, we have sharply reduced CO<sub>2</sub> emissions by converting the fuel for the boilers used in noodle manufacturing at our main plants from heavy oil to natural gas, which emits less CO<sub>2</sub> when burned.

In May 2007, we established the Basic Guidelines on Environmentally Friendly Container and Packaging Design. Expanding our environmental measures beyond production activities to the

products themselves, in March 2007, we launched sales of *Cup Noodle* as a refill product called *Cup Noodle Refill* to lower the volume of throw-away containers and packaging materials. This eco-friendly product promotes the concept “Delicious eating in eco-style.”

In April 2008, we reduced CO<sub>2</sub> emissions further by replacing the traditional styrofoam *Cup Noodle* container with the ECO cup, a newly developed paper container. The ECO cup name comes from the motto “For Ecology, for Customers, for Originality.” The ECO cup is not only eco-friendly, it is also consumer-friendly, listing allergenic substances and sodium chloride equivalents in a large, readable label, and improving preservation of flavor and freshness through better sealing performance.

As the pioneer inventor of instant noodles, which have become a “world food” in both name and reality, we will continue to engage in business activities aimed at the realization of a sustainable society.