Launching a New Standard of Ready Meals With Mr Lee's Noodles!

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You may have heard of instant cup soups, but Mr Lee's Noodles are set to change the ready meals landscape with a healthier, higher quality noodle product.

Mr Lee's Noodles are a new brand of 100% tasty, 0% nasty gluten-free noodles in a cup. Founded in Bournemouth in 2015, Mr Lee's is a welcomed alternative to an industry growing 10% per annum in over 100 billion junk food products, an extension of CEO Damien Lee's goal of inspiring a generation of thoughtful eaters. Now available for purchase, Mr Lee's Noodles stands as one of the healthiest cup noodles on the market.

The idea was born through Damien's battle with cancer, who under medical recommendation had to remove unhealthy foods from his diet. Now in complete remission, Damien wants to demonstrate how people, particularly millennials, shouldn't have to blindly accept the junk foods they are exposed to, providing a guilt-free option that's giving cup noodles a new sense of credibility.

"I've always cared about what people eat, and now more than ever I want to use Mr Lee's Noodles to demonstrate this. It's been an exciting process, and we can now put our hands on our hearts and say eat a healthier noodle today, and here it is," said Damien Lee.

Developed in conjunction with executive chef Andy Chu, Mr Lee's boasts a diverse range of six cup noodle soups with two vegetarian options. Each soup has a nest of gluten-free rice noodles that are driven by the personality and authenticity of oriental flavours. These flavours are aimed to relate and inspire change. Take the 'Warrior Fighting Shrimp' - a spicy noodle tailored for the brave and fearless, or the 'Hong Kong Street Beef' - for the hustling, urban explorer. Nutritionally, Mr Lee's Noodles are one of the the lowest cup noodle soups in calories, salt, sugar (Sugarwise certified), saturated fats with absolutely no artificial flavours, colourings, additives, preservatives, MSGs or E numbers.

"We wanted to make a cup noodle that was not influenced by the market but looked to innovate it. Our noodles are not only healthy but they pack enough flavours to keep the eater full for a long time," said Andy Chu, executive chef at Mr Lee's Noodles.

Unlike other cup noodle retailers, Mr Lee's Noodles are not currently listed in supermarkets, a long-term decision made to not compromise on the integrity and quality of the product. Uniquely, these are to be delivered through 'Noodle Kiosks', digitally operated vending machines that create an engaging, customised experience for tailored audiences. With a 45 second vend time, these kiosks are set to trial at Compass Group locations (including universities, military bases and hospitals) in 2017. For those who can't get on-site, the noodles are also sold online for £17.94 for 6 pack at our newly launched website https://www.mrleesnoodles.com. For exclusive offers and discounts, make sure to stay close on social media channels and subscribe to the official Mr Lee's Noodles email newsletter.

We will be exhibiting at the "Lunch" event, the UK's only dedicated trade show for the food-to-go sector that takes place 21-22 September 2016 at Business Design Centre, London (stand F308b). If you would like to meet us there, please contactkasia@mreesnoodles.com for free ticket (saving you £20 entry fee)!

Hope to see you there!

ENDS

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