



① 『Guidance Wall』

The world's first instant noodle product, "Chicken Ramen" was born in Ikeda in 1958. The inventor, Momofuku Ando, got the idea for this invention from his daily life. We hope that as a visitor to this museum, you will understand the significance of and share in the joy of invention as well.



② 『Research shed』

Please take a look at the images on the wall. English and Chinese audio guidance units are available at no cost upon request from the clerk at the reception counter. (A deposit of 2000 yen is required.) On August 25, 1958, Momofuku Ando created "Chicken Ramen" after hours of research using common tools in a small shed which he had constructed in his backyard in Ikeda. This research shed is reproduced exactly as it looked at the time. Please go in to get a feel for invention yourself.



③-1 『Aphorisms by Momofuku Ando』

Flashes of inspiration are born from tenacity.



③-2 『Food: The starting point for everything.』

When Ando saw starving people frantic over a bowl of noodles and people too hungry to do anything but sit on the ground in a town reduced to ashes by the war, he became convinced that, "A culture can only prosper when its people have enough to eat."



③-3 『Aphorisms by Momofuku Ando』

Think of your work as if it were play. By doing this, you can gain great happiness from your work and even more zest for life.



③-4 『Noodle machine and foot-operated sealing machine』

These days the process of making instant noodles is automated, but in the early days of production, the noodles were cut using the noodles machine displayed on the right, and the fried noodles were packed by hand, one by one, and sealed using the foot-operated sealing machine on the left.



③-5 『The growing popularity of TV』

During the 1960s, Ando predicted that TV would become popular and everyone would be enchanted with it. Thinking that this new media would be helpful in spreading the word about Chicken Ramen, he started advertising his product on TV.



③-6 『The distribution revolution』

During the 1960s, a new distribution system—the supermarket—began to spread throughout Japan and it struck Ando that the way of shopping would change from that time on. Ando's invention, Chicken Ramen, was securely packed, making it hygienic and easy to display and handle. It was a perfect product to be sold in supermarkets.



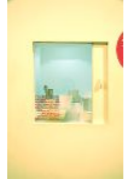
③-7 『Aphorisms by Momofuku Ando』

Don't forget to look at everything around you and don't lose your curiosity. All around you, you can find clues about what consumers want and need, and you will also gain insight into the times.



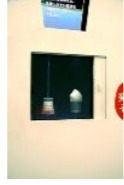
③-8 『Aphorisms by Momofuku Ando』

There are no national boundaries as far as taste is concerned. However, unless you understand the differences in climate and cultures, boundaries become barriers. We have to try to adjust the flavor so that it conforms to the traditional taste of the country in which the product is to be consumed.



③-9 『The invention of Cup Noodle 1 (Containers)』

After testing various materials, the styrofoam cup, which is light, economical, and which provides good insulation, was adopted. (At the same time, research into the development of new cup materials was also carried out.)



③-10 『The invention of Cup Noodle 2 (Thinking backwards)』

Placing the noodles in the cups smoothly was an obstacle to mass production. Instead, a method by which cups were placed over the noodles was developed. By using this method, the noodles stay horizontal in the cup and the ingredients on the top are not scattered.



③-11 『The invention of Cup Noodle 3 (Freeze dried ingredients)』

To top the Cup Noodle, various colorful ingredients were considered including shrimp which were selected from over sixty varieties from around the world. These ingredients were processed by freeze drying. This was the first time this method was used to process solid materials.



③-12 『The invention of Cup Noodle 4 (Suspended noodles)』

A method by which the noodles are tightly packed so as to remain suspended in the middle of the container was invented and called "Middle Suspension." By using this method, the noodles are less likely to break, and since there is a space at the bottom of the cup, hot water can circulate thoroughly from below, ensuring that the noodles soften evenly.



③-13 『The invention of Cup Noodle 5 (The aluminum lid)』

The lid on a container of macadamia nuts served on airplanes by flight attendants provided the inspiration for the invention of the aluminum lid for the Cup Noodle. This sealed lid made from paper and aluminum foil glued together was ideal for Cup Noodle because it was nonporous and excellent for long preservation.



③-14 『The invention of Cup Noodle 6 (Shrink wrap)』

Shrink wrap was adopted to protect the product from both mischief and humidity; it covered the product with a thin polypropylene sheet to which heat was applied for contraction. The practical use of this technology by which the sheet contracts in the exact form of the cup in a short time was tried for the first time in Japan.



③-15 『The invention of Cup Noodle 7 (Vending machines)』

Keeping in mind the idea that new methods of sales are necessary for new products such as Cup Noodle, an idea, innovative at the time, led to the creation of a vending machine which could produce hot water. On November, 1971, the first Cup Noodle vending machine was placed in the head office of Nihon Keizai Shimbun, Inc.



③-16 『Patent disclosure』

Thinking that "Dense forests are stronger than a lone cedar tree in a field," Ando disclosed his patent and worked hard for the growth of instant noodle industry. In 1964, he set up the Japan Ramen Industry Association (now the Japan Convenience Foods Industry Association) and contributed to the advancement of the quality of the products of the entire industry.



③-17 『Social contributions of the Ando Foundation』

To implement his philosophy, "Food and physical activity are the twin pillars of health," Momofuku Ando established the Ando Foundation with his own funds in 1983. The Foundation promotes activities that make a social contribution, mainly providing support for physical activities and the promotion of a food culture for the healthy growth of children.



③-18 『Support for disaster victims』

The "Chicken Ramen Wagon," a van with a hot water supply system, can supply enough hot water for three thousand servings of instant noodles. Generally, the van is used in promoting various events, but when disasters occur, it serves hot Cup Noodle, and other such items. It began operating in 1994, and during the Great Hanshin-Awaji Earthquake of 1995, it provided a million servings as part of the emergency relief effort.



③-19 『The world's first space noodles』

The world's first instant noodle for consumption in outer space, "Space Ram," was jointly developed by Nissin Food Products and JAXA (the Japan Aerospace Exploration Agency). Astronaut Soichi Noguchi consumed the instant noodles for the first time in history inside the space shuttle launched in July 2005. "Space Ram" comes with a thick soup that keeps the noodles from splattering even in conditions of low gravity. It is specially made to be edible using 70°C hot water which is available in an outer space environment.



④ 『Magic Table (Quiz section)』

A quiz section related to instant noodles. (Available only in Japanese.)



⑤ 『Cup Noodle Drama Theater』

An interactive theater in the shape of Cup Noodle. Vignettes using animation and computer graphics demonstrates the inspiration that led to the invention of Cup Noodle and its manufacturing process. It runs for thirteen minutes. English and Chinese audio guidance units are available at no cost upon request from the clerk at the reception counter. (A deposit of 2000 yen is required.)



⑥ 『My Cup Noodle Factory』

A hands-on attraction where you can make the world's only, globally hot selling, one and only Cup Noodle. The original Cup Noodle is made according to the manufacturing process of the regular Cup Noodle at the factory. Suitable for souvenirs!



⑦ 『Instant noodles of the world』

91.600 million servings of instant noodles are consumed around the world in a year. Packages of products from the US, Brazil, Mexico, Europe, India, Thailand, Indonesia, the Philippines, Shanghai, Beijing, Hong Kong, and Guangdong are on display. Each product is specially made to suit the taste of each country.



⑧ 『Traces of Momofuku Ando』

Momofuku Ando's achievements and his words during his life are introduced through visual images, along with an exhibition of testimonials on and actual medals awarded to him, the man who invented instant noodles and changed the food culture of the world.



⑩ 『Tasting Room』

Various products including Chicken Ramen Donburi, the world's first instant chicken ramen noodles in a cup; Cup Noodle, the world's first cup-type noodles; and products sold in limited areas in Japan can be purchased from the vending machine. Hot water is available, and the products can be enjoyed in the designated areas. They make great souvenirs of Japan as well!



⑪ 『Chicken Ramen hands-on workshop』

The world's one and only workshop where you can reproduce the world's first instant noodle product, Chicken Ramen, yourself. Advance reservations are necessary, and this is suitable for people who can understand Japanese. Everyone can watch the workshop through the glass walls.



⑫ 『Instant Noodles Tunnel』

Huge numbers of full-size packages of the major Nissin instant noodle products over the years are displayed chronologically on the walls and ceiling.



『Information & the Museum Shop』

The museum reception area. Reservations can be made here, and there are selected goods and sets of instant noodle products for sale. Be sure to pick some up as a souvenir!



『Chicken Ramen』

The world's first instant noodles. Just add hot water and it will be ready to serve in three minutes. Continuous longtime seller.

『Cup Noodle』

The world's first cup-type instant noodles; easy to hold.

『Hiyoko-chan』

A symbol created in 1991 in the image of a little chick. Its age and sex are unknown, but it is well known as the symbol for Chicken Ramen. Character goods are sold in the reception area. Well-suited for souvenirs!

