



Press Release

[For Immediate Release]

Nissin Cup Noodles Join Forces with Phenomenal Anime BLUE LOCK Unlocking The Formula of Authentic Taste, Sparking a World-Class Culinary Experience



Image 1: "Cup Noodle x BLUELOCK" Original Series

Nissin Foods has always been committed to creating a new food culture with its innovations, striving to bring consumers an extensive selection of delicious products and delightful surprises. Building on the success of previous anime collaborations, this year, Nissin Cup Noodles is teaming up with the sought-after Japanese soccer anime BLUE LOCK for its "Cup Noodle Original Series" promotions. This collaboration aims to unlock the authentic and palate-pleasing formula, as "Cup Noodle x BLUELOCK" invites everyone to embark on an exciting journey of culinary adventure!



Image 2: "Cup Noodle x BLUELOCK" Animated Commercial Video Extract

The Taste of Japan - "Cup Noodle x BLUELOCK" Original Series Special Edition Arrives Hong Kong

Nissin Cup Noodles, as the pioneer of instant cup noodles, teams up with BLUE LOCK to create an exclusive animated commercial video that exemplifies their shared philosophy of constant breakthroughs. Coach Jinpachi Ego goes above and beyond to nurture world-class soccer players in Japan. In the commercial video, he introduces the players and Hong Kong audiences to another exceptional representative of Japan on the global stage - the Nissin Foods "Cup Noodle Original Series". Protagonists Yoichi Isagi and Seishiro Nagi, along with other players, are irresistibly drawn to the authentic Japanese flavour of the "Cup Noodle Original Series". Meanwhile, Meguru Bachira reminds members to earn points through the Nissin Foodium WeChat Mini Program which offers exciting rewards.



Image 3: "Cup Noodle x BLUELOCK" Original Series Special Edition

BLUE LOCK Characters Take Centre Stage on Limited Edition Collaboration Packaging - Unveiling Classic Japanese Flavours

Derived from a classic Japanese recipe, the "Cup Noodle Original Series" offers an elevated culinary experience. Its chewy noodles effortlessly soak up the flavorful broth, complemented by a rich array of garnishes. This captivating fusion not only delights your palate but also captivates the visual senses, enabling you to fully indulge in the authentic Japanese flavour of Cup Noodles. The series comprises three flavours: Seafood, Prawn, and Curry. During the collaboration period, the "Cup Noodle Original Series" will unveil special editions adorned with illustrations of BLUE LOCK talented players, including Yoichi Isagi, Meguru Bachira, Seishiro Nagi, Reo Mikage, Hyoma Chigiri, and more. These limited-edition Cup Noodle will be available at designated supermarkets, convenience stores, and retail outlets across Hong Kong and Macau, starting from late May. All BLUE LOCK enthusiasts will undoubtedly aspire to collect the entire set of 12 designs, indulging in a top-tier culinary adventure while embarking on their quest to claim the number one spot.

In addition, Nissin Foodium membership programme members can scan the QR code on the backside of the "Cup Noodle x BLUELOCK" cup lids through the Nissin Foodium WeChat Mini Program to earn 10 times

the points* and redeem premiums with accumulated points.



Image 4: Nissin Foodium WeChat Mini Program



Image 5: Yapp Hung Fai, Captain of the Hong Kong, China Representative Football Team, in Japanese Anime Style

Hong Kong, China Representative Team Goalkeeper Joins Nissin Foods in Supporting Paris 2024 Olympic and Paralympic Teams

Nissin Foods has always been dedicated to supporting Hong Kong athletes and sports development, where they are the exclusive food partner of the Sports Federation & Olympic Committee of Hong Kong, China



Press Release**[For Immediate Release]**

and China Hong Kong Paralympic Committee, supporting the Delegation of Hong Kong, China to the Paris 2024 Olympic and Paralympic Games. In the “Cup Noodle x BLUE LOCK” commercial video, Nissin Foods features the Captain of the Hong Kong, China Representative Football Team, Yapp Hung Fai, in an unprecedented Japanese anime style, cheering on the Hong Kong athletes.

*Terms and conditions apply. 10 times points offer is only applicable to “Cup Noodle x BLUELOCK” Original Series Special Edition. For more details about the promotion, please refer to the announcements in the Nissin Foodium WeChat Mini Program.

- END -

About BLUE LOCK

BLUE LOCK is a manga series that dominated the Oricon 2023 Manga Sales Annual Chart and won the 45th Annual Kodansha Manga Awards, selling over 10.52 million copies. It began serialization in "Weekly Shōnen Magazine" in 2018.

The anime adaptation of BLUE LOCK premiered its first season in 2022, consisting of 24 episodes. Additionally, a theatrical film titled “BLUE LOCK - EPIOSODE Nagi” and the second season of the anime adaptation are scheduled for release, ensuring that the BLUE LOCK frenzy will continue.

Nissin Foods website :

<https://www.nissinfoods.com.hk/tch/>

This press release was issued by Nissin Foods (H.K.) Co., Ltd. on May 16, 2024. For inquiries or request for more information, please email pr@nissinfoods.com.hk .