



Now Release

Press Information

NISSIN x IRVINS 「Salted Egg」、 「Hot Boom Salted Egg」 Stir

Noodle making dangerous addictive again!



In 2015, Singapore renowned brand IRVINS launched salted egg fish skin and potatoes chips making people in Dangerously Addictive™. In a short time, IRVINS rapidly become a hot snacks brand in globally and the wave has come and arrived in Hong Kong.

Last year, NISSIN and IRVINS collaborated and first launched 「NISSIN x IRVINS Salted Egg flavour」 stir noodle and began set off a wave not only Singapore, also Hong Kong and other countries. 「NISSIN x IRVINS Salted Egg flavour」 stir noodle are swift back again! Launching a new taste of 「NISSIN x IRVINS Hot Boom Salted Egg flavour」, in order to bring the spicy taste beyond your imagination! A refined made of spicy taste seasoning powder, combined with secret made spicy seasoning sauces, exudes bursts of salted egg tastes. The stimulating and addictive feeling directly to taste buds, which is unforgettable! Noodles made from Singapore famous traditional (Mee Pok) in thin and width cut noodles style, full of chewy textures. By adding salted egg condiment before serve, taste and sight also are irresistible, that's real making you 「Dangerous Addictive」 again !

All-new「NISSIN x IRVINS Salted Egg Stir Noodle」及「NISSIN x IRVINS Hot Boom Salted Egg Stir Noodle」 have been launched in Hong Kong in late April, and available in Parknshop, Wellcom Supermarket, 7-11, Circle K convenience stores or other channels, to bring you an exciting and real 「Dangerously Addictive」 experience!

This press release was issued by Nissin Foods Co., Ltd. on April 22, 2022. For inquiries or for more information, please email to pr@nissinfoods.com.hk.