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IPPUDO NY UNVEILS SEASONAL RAMEN DISHES

Take the Chill Out of Winter with Ippudo's New Monthly Ramen Specials Savor Favorites from Ippudo Japan and Newly Created Dishes for NY

New York, NY (October 29, 2008)—Ippudo NY, the first U.S. branch of the acclaimed Japanese ramen chain, celebrates the change of seasons and unveils a selection of monthly ramen specials. Starting in November, Ippudo NY will introduce different seasonal ramen dishes to their lunch and dinner menu each month. The specials include never-before-seen favorites from Ippudo Japan as well as dishes created exclusively for Ippudo NY.

Ippudo turns up the heat and kicks-off the seasonal specials with ***Tiger Tan Tan Men***, a Chinese inspired spicy ramen and ***Karaka-Miso***, a spicy miso-based ramen available in mild, medium, or hot, both available throughout the month of November. Additional specials include ***Kogashi Miso***, made with roasted miso, which makes for a rich and complex dish to help New Yorkers brave a cold December. ***Tomato Ramen***, ***Red Curry Ramen***, and salt based ***Shio Ramen*** round out the new seasonal offerings. Below is an inside look at some of the seasonal ramen Ippudo will serve this winter that are sure to become instant favorites.



Tiger Tan Tan Men: a Chinese-inspired spicy ramen dish made with tonkotsu (pork based) broth, served with noodles, ground pork, and sesame paste. Tiger Tan Tan Men was created exclusively for Ippudo NY and will be featured throughout November. \$12



Kogashi Miso: this favorite from Ippudo Japan will be featured in December. The dark, rich broth made from roasted miso is topped with noodles, pork, spinach, fish cake, egg and bamboo shoots, and is glazed with a layer of oil, adding to its complexity. \$12



Tomato Ramen: Ippudo's playful take on spaghetti and meatballs. At first glance, this unique ramen dish looks like the Italian favorite, closer inspection reveals chicken and tonkotsu (pork) broth with delicate noodles topped with a bit of molten mozzarella and a scoop of diced tomatoes and herbs. The tomato ramen was created exclusively for Ippudo NY. \$12

About Ippudo:

Ippudo was founded in 1985 in Hakata, Japan. The original restaurant consisted of a small counter with a seating capacity for ten people. Today Ippudo encompasses 34 restaurants throughout Japan. Founded by Shigemi Kawahara, the internationally-acclaimed Ramen King, Ippudo serves nearly 20,000 customers per day. Ippudo NY opened its doors in March 2008 and is the chain's first U.S. location, introducing Americans to its signature *tonkotsu* (pork based) ramen to receive acclaim from food critics nationwide.

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