

**FOR IMMEDIATE RELEASE**



### **Ramen Lab Announces New @Ramen Lab Incubator Program**

**New York, N.Y., April 22, 2015** - Ramen Lab, the ramen education center of Sun Noodle, announced today that it will launch a new incubator program in May 2015. The @Ramen Lab program will feature a series of pop up ramen chefs and restaurateurs from around the country and Japan, each showcasing their unique ramen offerings in the Ramen Lab space in New York City's Nolita neighborhood.

Kicking off the incubator series is Ichicoro Ramen @Ramen Lab, which will open to the public the week of May 11, 2015. Ichicoro Ramen @Ramen Lab will operate as a pop-up ramen-ya until moving to its permanent home in Tampa, FL later this summer.

"We opened Ramen Lab with the vision of sharing our love for ramen with the world," said Kenshiro Uki, VP of Operations for Sun Noodle North America. "Over the years, we've had numerous ramen-chefs tell us that they wished they had a place that could help them fine-tune their concepts before opening to the public. From perfecting their broth, to working out service kinks, this type of assistance is a luxury that is rare in restaurant openings."

"We are so grateful for and humbled by the support from our community since opening in January. The wonderful guests that we've had dine in our space has led to a tremendous amount of learning for our teams. This is why we have decided to push forward with our @Ramen Lab incubator project – so that aspiring chefs and restaurateurs can take advantage of our existing Ramen Lab shop and have access to the same real-time feedback that will help them succeed," said Uki.

Concurrent with the launch of @Ramen Lab, Jack Nakamura, the Executive Chef of Ramen Lab will launch a separate consulting practice, Ramen Tech, and will continue to train chefs and restaurateurs at Ramen Lab. "We have had a wonderful partnership with Jack for the past five years, and we look forward to our continued collaboration with him as he launches his own consulting business," Uki said.

Beginning the week of May 11, Ichicoro Ramen @Ramen Lab will be serving its signature Tampa-style ramens: tonkotsu, vegetable and spicy abura soba. The project is led by Noel Cruz, a seasoned New York City restaurateur, and his culinary team. "We are excited to be able to refine our concept here in New York, one of the world's

top cities for ramen-ya enthusiasts, while Ichicoro Ramen in Tampa finishes construction. The opportunity to collaborate with Ramen Lab – we couldn't have asked for a better plan," said Cruz.

Ramen Lab will continue to serve as an education center for ramen chefs and restaurateurs offering its signature Ramen Flights, Noodle 101 seminars and other training programs.

New guest chefs and information for the remainder of the year will be announced shortly. "We look forward to the next chapter of Ramen Lab as we continue to innovate and showcase the many unique, wonderful, and challenging styles of ramen throughout the world. We invite guests to come and share these new experiences with us," said Uki.

### **About Sun Noodle**

Sun Noodle is the leading manufacturer of freshly-made Japanese noodles in the United States. Renowned for its artisanal approach, Sun Noodle serves ramen-yas, restaurants, in-flight meal caterers, hotels and supermarkets with tailor-made ramen noodles, pre-cooked yakisoba, udon, Okinawa soba, saimin, Japanese soba, Wakana soba, gyoza skin and wonton skin. Founded in 1981 by Hidehito Uki, the company's current president, Sun Noodle operates factories in Honolulu, Los Angeles and Teterboro, New Jersey.

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