



June 21, 2023

## Indonesia's First ICHIRAN Ramen Pop Up at AEON MALL BSD CITY!

ICHIRAN Inc. (Classic Tonkotsu Ramen Restaurant / Est. 1960 / Head Office: Hakata-ku, Fukuoka-shi, Fukuoka, Japan / CEO: Manabu Yoshitomi / Website: [www.ichiran.com](http://www.ichiran.com)) will hold a ramen pop up event in Indonesia from June 29th to July 12th, 2023.

This is the first time ICHIRAN will open a pop up ramen event in Indonesia. Japanese ramen craftsmen will be making each bowl of ramen on site. We will be serving our 100% Tonkotsu-Free Ramen, our pork-free ramen kit product at the pop up. The soup recreates the smooth texture and flavor of our original tonkotsu (pork-bone) broth without using any pork ingredients.

Guests can also sit in one of ICHIRAN's famous "Ramen Focus Booth" and enjoy the authentic experience of indulging in a bowl of ramen – just like they would in Japan.

Another popular ramen kit product, ICHIRAN's classic ICHIRAN Ramen Hakata Thin Noodles Straight will also be available for purchase.

### AEON MALL BSD CITY Special Event Information

- Date : June 29th to July 12th, 2023  
※14 days only
- Location : AEON MALL BSD CITY 1F
- Number of Seats : 6 (Ramen Focus Booth)  
※There are other seating at the venue
- Hours : 11:00 a.m.-8:00 p.m.  
(AEON MALL Hours : 10:00 a.m.-10:00 p.m.)
- Event Details : Ramen stand, ramen kit store



## Why Have a Pop Up in the Diverse Indonesia?

Indonesia is said to be the world's second largest consumer of instant noodles. ICHIRAN's ramen is very popular with people outside of Japan, many of whom also buy our ramen kits to take with them because also want to enjoy the taste of ICHIRAN at home in their own country. However, we specialize in tonkotsu, a pork-bone broth, ramen. But we have received many comments from around the world, including Indonesia, saying, "I want to try ICHIRAN, but I can't eat pork." So, we developed a ramen that anyone can enjoy. The 100% Tonkotsu Free Ramen has all the great flavors of ICHIRAN's ramen without the pork. We hope Indonesian ramen fans will enjoy a taste of ramen we spent years perfecting.



※Product Image

- ※Our menu items do not contain Halal certified beef and chicken.
- ※We are not a Halal certified restaurant.

## Ramen Details:

- Item: ICHIRAN Ramen 100% Tonkotsu-Free Ramen
- Details: 1 serving size of the instant ramen kit (ICHIRAN Ramen 100% Tonkotsu-Free Ramen) will be cooked and served on site
- Price: Rp 89,800
- Topping: Scallions, Kikurage Mushrooms, A Pinch of Original Spicy Red Seasoning
- Additional Toppings:
  - Boiled Salted Egg : Rp 3,000
  - Extra Gyuyaro (Beef) : Rp 7,000
- ※Different from the ramen served at ICHIRAN restaurants.
- ※Additional charges will be applied when ordering additional toppings.
- ※Noodles and soup are not served separately.
- ※Customers cannot choose the texture of noodles.
- ※For Ramen Focus Booth seating, please order 1 bowl per person.

## What is ICHIRAN Tonkotsu Ramen ?

Classic Tonkotsu Ramen Restaurant ICHIRAN is a ramen company that continues to research how to make the best tonkotsu ramen. Instead of becoming the jack of all ramen, we are the master of just one - the tonkotsu ramen. Constantly in pursuit of a higher level of ramen, we only offer the highest quality and the safest products so our guests can indulge in a savory, authentic bowl of tonkotsu ramen. ICHIRAN is not a franchise. We directly manage all our restaurants nationally and internationally in order to maintain the quality and flavors we are known for. We promise to continue delivering the "authentic and genuine" flavors that ICHIRAN pursues to ramen lovers all over the world.



## Ramen Focus Booth

A quiet space for our guests to fully enjoy their ramen experience without distractions. We receive a lot of praise for our unique "Ramen Focus Booths." Many celebrities and public figures also enjoy dining in privacy in these booths. We have recreated our Ramen Focus Booths at this event for everyone to enjoy a truly authentic ICHIRAN experience.



## Classic Tonkotsu Ramen

More than 40 of our dedicated craftsmen spend day and night researching and improving our tonkotsu ramen recipe. Our tonkotsu broth is aromatic, flavorful and does not have the strong aroma usually associated with pork broth. The noodles are made from our own special blend of flours to create chewy noodles that pair perfectly with our broth. We use a togarashi pepper blend made from a combination of 30 different spices to make our Original Spicy Red Sauce. This sauce adds depth and spice to our ramen.



## 100% Tonkotus Free Ramen: The Secret Origin Story

The basic types ramen broth are soy sauce, salt, and miso. But there are also soups made from chicken and seafood. ICHIRAN's craftsmen have the knowledge and the skill to create any kind of noodles or soup. However, they concentrate their skills into constantly developing ways to make the most delicious bowl of tonkotsu ramen. During their research, our craftsmen succeeded in creating a rich-tasting soup that does not contain any pork.

After more than 20 years, we can now offer a tonkotsu ramen that is "100%Tonkotsu-Free Ramen." Please try our latest, delectable ramen we created as a result our obsessive passion for quality and flavor.





## ◆NEWS RELEASE◆ Event Information

# ICHIRAN Merchandise Available for Purchase

### **ICHIRAN Ramen 100% Tonkotsu-Free Ramen (5 servings) Pork Free ICHIRAN Ramen**

**Price: Rp 398,000**

As the premier researchers of tonkotsu ramen, ICHIRAN has developed a new ramen kit that features a tonkotsu-free broth.

Even when its made without pork, the broth still has the rich umami flavors of our famous tonkotsu soup. We pair our Hakata-style Thin Noodles with the soup in this kit because they are truly one of the highest quality noodles available in Japan. These noodles are a masterpiece. With a firm, smooth texture and rich flavor, they make an excellent pairing with the non-pork broth.

This is a ramen kit that anyone can enjoy. We believe our fans will love the authenticity and flavors of our new non-pork ramen kit.



### **ICHIRAN Ramen Hakata-style Thin Straight Noodles (5 servings)**

#### **Including Original Spicy Red Seasoning**

**Price: Rp 378,000**

Japan's most-loved ramen restaurant, ICHIRAN, has taken the classic flavors of our famous ramen and re-created it in a kit for an authentic ICHIRAN experience at home! Using our own special techniques, we have created an incredible harmony of flavors between three carefully chosen ingredients: soup broth, noodles, and our Original Spicy Red Seasoning. This broth has a deep richness and creamy flavor without the strong aroma usually found in pork-bone soup. With the rich aroma of our wheat noodles and the delicious spices of our Original Spicy Red Seasoning, this kit creates the ultimate bowl of tonkotsu ramen.

Enjoy ICHIRAN's world famous ramen in the comfort of your own home!



### **ICHIRAN's Original Spicy Red Seasoning (Can Version)**

**Price : Rp 148,000**

This is no ordinary red pepper seasoning! ICHIRAN's specialty seasoning is made from the finest hand-selected red peppers from around the world. Each specially selected spice we use is measured to the one-hundredth of a gram for that perfect balance of flavors.



#### **●Special Gift!**

##### **① ICHIRAN Exclusive Ramen Spoon ② ICHIRAN Exclusive Tumbler**

Customers who purchase our ramen kits will receive a gift!

• Buy 1 ICHIRAN Ramen 100% Tonkotsu-Free Ramen, Get 1 ICHIRAN Exclusive Ramen Spoon

• Buy 1 ICHIRAN Ramen Hakata-style Thin Noodle Straight Noodles, Get 1 ICHIRAN Exclusive Tumbler

※Gifts are available while supplies last.



As the premier researchers of tonkotsu ramen, ICHIRAN strives to make a bowl of ramen that tastes better today than yesterday, and even better tomorrow than today. ICHIRAN vows to continue to satisfy its customers by continuing to improve its recipes in order to offer authentic, flavorful ramen to everyone.

#### **[Contact for Inquiries]**

ICHIRAN Inc. PR Department: Ogata

TEL: (+81) 90-9154-1338 / E-mail: pr.jp@ichiran.com