



## NUTRAMEE: VITAMIN E AND CAROTENOIDS ENRICHED NOODLE

### TECHNOLOGY DESCRIPTION

The technology is noodle incorporated with red palm olein delivery system.

### TECHNOLOGY FEATURES

The noodle is incorporated with well-designed red palm olein delivery system and enriched with Vitamin E and carotenoids from natural sources. These natural ingredients give the noodle appealing natural yellow colour. This technology is suitable to produce non-fried noodles, rich in Vitamin E (more than 45x) and carotenoids (more than 28x) as compared to the current commercial noodle available in the market. It also fulfils the daily recommended intake value of B-caroten and vitamin E.

### ADVANTAGES

- High vitamin E content
- High carotenoids content
  - Fulfil daily recommended intake value, as suggested by USDA

### INDUSTRY OVERVIEW

#### Prospects: Customers of instant noodles.

According to World Instant Noodles Associations, Malaysia is one of the top instant noodle consumers in the world, ranking number 13, with China, Indonesia, Japan, Vietnam, India, and the United States leading the way.

The instant noodle market in Malaysia is worth about MYR 1,513.7 million a year, with a total of 1.35 billion servings of instant noodles consumed in 2013 compared to 1.2 billion serving in 2009.

On average, Malaysians consumed about 40 packets of instant noodles per person, much higher than the world mean consumption of about 13 packets for every person. In terms of market share, Nestlé (M) Bhd with its Maggi brand retain as a leader in noodle market with value share of 39%. Euromonitor expects noodles sales growth to slow due to the category's maturity; and cheaper-yet-tasty brands flooding the market such as Indomie, Nissin, Cintan and Mamee. Most of the instant noodles can be found in the retail outlets including supermarkets, small retail stores, convenience stores and hypermarkets.



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