

ORI:ZEN

TRADITION MEETS WELLNESS

ASIAN RICE NOODLES

Distributor Presentation 2026

Authentic flavour. Naturally rice.

Gluten-free rice noodle cups designed for modern convenience and better nutrition.

4 FLAVOURS

65 g CUP

READY IN 3 MIN



A familiar category with a clear white space

Instant noodles deliver global frequency. ORI:ZEN brings a differentiated rice-based, gluten-free proposition.

123.1 B

Servings of instant noodles consumed worldwide in 2024.

RICE-BASED

An authentic Asian alternative to conventional wheat noodles.

BETTER-FOR-YOU

High fibre, less salt, non-fried noodles and vegan options.



Priority channels

Mainstream retail · free-from · Asian grocery · convenience · e-commerce · travel · office & vending

Source: World Instant Noodles Association, Global Demand 2024.

WHY ORI:ZEN

Authentic flavour. Naturally rice.

A flexible Asian food brand built to expand beyond cup noodles into bowls, meal kits and complementary convenience formats.



AUTHENTIC

Asian recipes, rice credentials and aromatic flavour.



MINDFUL

Better nutrition without a clinical or restrictive look.



CONVENIENT

Portable, shelf-stable and ready in 3 minutes.



MODERN

Premium international identity with clear navigation.



INCLUSIVE

Gluten-free foundation with vegan options.



EXTENSIBLE

Built for future categories and formats.



Four distinct flavours

A balanced line-up of familiar Asian profiles and differentiated plant-based choices.



PHO BEEF

Rich & aromatic

Beef-style broth with star anise, ginger, coriander and fresh herbs.



PHO CHICKEN

Delicate & savoury

Chicken-style broth with ginger, shallot, coriander and white pepper.



TOM YUM

Bold & tangy

Thai-inspired soup with lemongrass, lime leaves, galangal and chilli.

VEGAN OPTION



VEGGIE MUSHROOM & GINGER

Comforting & balanced

Shiitake mushroom, ginger and vegetables in a plant-based recipe.

VEGAN OPTION

PRODUCT BENEFITS

A stronger proposition than gluten-free alone

A clear claim architecture designed for shelf impact and shopper understanding.



GLUTEN FREE

Internal product target below 10 mg/kg; legal claim subject to final accredited analysis.



SOURCE OF FIBRE

Target at least 6 g fibre per 100 g or 3 g per 100 kcal, verified on final product.



25% LESS SALT

Comparative claim based on at least 25% reduction versus a representative standard cup.



NON-FRIED

Rice noodles produced through steaming and drying rather than frying.



NO ARTIFICIAL COLOURS

Colour derived from ingredients, spices and recipe components.



NO ADDED PRESERVATIVES

Shelf stability achieved through drying, packaging and process control.



READY IN 3 MINUTES

Fast preparation with boiling water directly in the cup.



VEGAN OPTIONS

Tom Yum and Veggie Mushroom & Ginger developed as plant-based choices.

Regulatory note: all claims, nutrition values, ingredient statements and artwork remain subject to final laboratory validation, legal review and market-specific label approval.

Designed for intuitive everyday use

Simple preparation, portable format and clear on-pack communication.



01

Open lid halfway

02

Add boiling water

03

Close lid and wait 3 minutes

04

Stir well and enjoy

Paper cup · foil lid · 65 g · shelf-stable · ambient storage

Indicative specifications & logistics

Commercial values remain subject to final production confirmation and the latest factory quotation.

INDICATIVE PRODUCT SPECIFICATION

Format	Paper cup
Net weight	65 g
Preparation	3 minutes with boiling water
Noodle type	Flat rice noodles / rice tagliatelle
Shelf life	18 months target
Storage	Cool, dry place
Origin	Vietnam
Primary pack	Printed cup and peelable foil lid

24

cups per carton

72,000

cups per 40 ft container

3,000

cartons per full container

MIXED

flavour loading subject to MOQ

Pricing, confirmed MOQ by artwork, mixed-container allocation and final loading plans are available on request.

Vietnam production base

Dedicated rice noodle manufacturing in Long An, Vietnam, supported by documented food-safety systems.



QUALITY FRAMEWORK

- BRCGS Food Safety Issue 9 certification, Grade B, for rice noodle and instant rice noodle production.
- Facility documentation also references FSSC 22000, Halal and SMETA standards.
- Closed production process covering steaming, drying and packing in bags, cups and paper bowls.
- Gluten testing on the vegan instant rice noodle sample reported “not detected” with a 1.56 mg/kg limit of detection.
- Each commercial SKU will require final product testing, approved specifications and current certificate verification.

DISTRIBUTOR ASSURANCE

Wok Foods will maintain a technical dossier covering specifications, allergens, nutrition, gluten compliance, shelf life, packaging declarations and production certificates for the approved range.

One product. Multiple high-frequency occasions.

ORI:ZEN fits established retail channels while creating new convenience occasions.



TRAVEL & TRANSIT

Portable and shelf-stable for airports, stations and travel retail.



OFFICE & STUDY

Fast preparation for workdays, campuses and shared spaces.



VENDING & CONVENIENCE

Broad appeal, compact logistics and visible preparation simplicity.

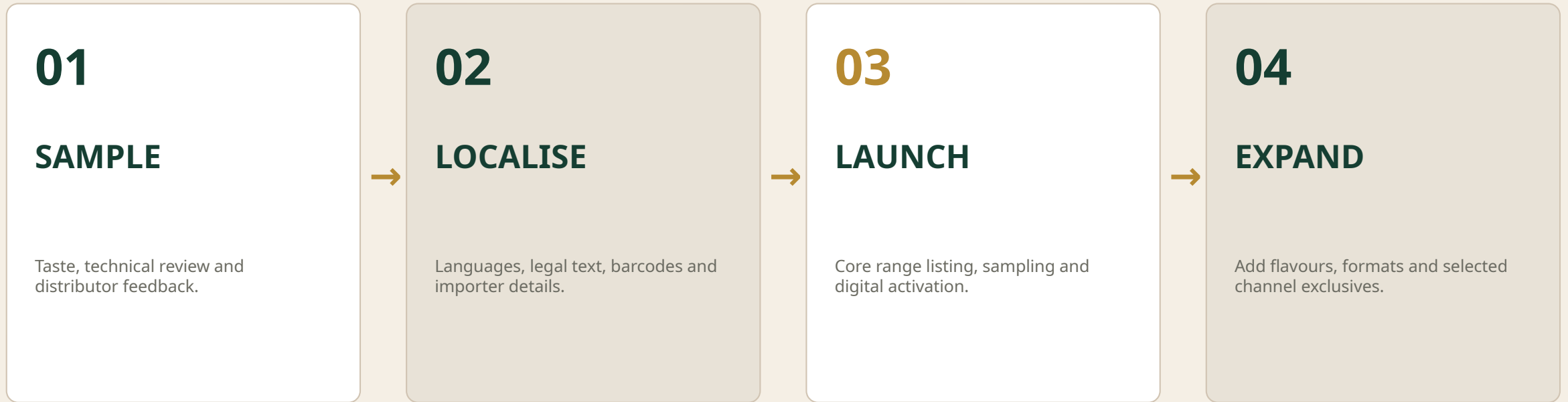


URBAN LIFESTYLE

Easy meal solution for parks, leisure and on-the-go routines.

From sample to scalable market development

A structured distributor process designed to reduce risk and accelerate commercial readiness.



Wok Foods provides commercial assets, technical documentation, artwork adaptation and distributor presentation support.

LET'S BUILD THE NEXT ASIAN CONVENIENCE BRAND.

ORI:ZEN — Your Asian moment, anytime.

DISTRIBUTOR ENQUIRIES

WOK FOODS — NEW PRODUCT DEVELOPMENT

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www.wokfoods.com

- Product samples
- Commercial quotation
- MOQ and mixed-container plan
- Technical dossier
- Market-specific artwork adaptation



All pack visuals and product specifications shown in this document are development-stage materials and remain subject to final approval.