

# Case Study

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## Mr Lee's Noodles



**Mr Lee's Pure Foods** are an award-winning brand of gourmet instant noodles. Using the finest ingredients, the noodles and their flavours are uniquely crafted from authentic recipes, created by the brand's team of Asian innovators.

Mr Lee's aim to put the 'good in' to their foods, not just taking the 'bad out'. They are loaded with the finest freeze-dried veggies, air-dried Vietnamese rice noodles, herbs, spices and traditional chef-crafted broths to create a real food experience vs. traditional cup noodles. They are also low in saturated fats, calories, Sugarwise certified low in sugar and gluten-free (by Coeliac UK), palm oil free and always guarantee 'No Nasties' across the entire range.



They currently operate in the UK and Europe, Australia, and the United States. This is the result of a secured food supply agreement with one of the major Australian airlines and their launch in ca. 900 supermarkets Down Under, as well as national launch in Whole Foods Market across the USA in May 2020.

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Their award winning 'smart noodle kiosks' are also listed with one of the leading global contract catering companies, who endeavour to take their innovate vending machines worldwide, starting with the UK and the USA.

As of Q1 2018, the total percentage of their sales revenue exported equals approximately 60%. As direct-to-corporate, traditional retail and wholesale trades increase both nationally and internationally, it's likely that this figure will continue to rise, as ultimately, the business wants to go fully global.