

WINA Challenge Target

The Seven Key Principles of Instant Noodle Development

Original Five Key Principles

Set forth by Momofuku Ando in 1958

- ❑ Delicious taste
- ❑ Safety
- ❑ Convenience
- ❑ Preservability
- ❑ Affordability



New Seven Key Principles

Set forth in Osaka Summit in 2018

- ❑ Delicious taste
- ❑ Safety
- ❑ Convenience
- ❑ Preservability
- ❑ Affordability
- ❑ **Nutritiousness/
health**
- ❑ **Eco-sustainability**

WINA Challenge Target

WINA's General Direction

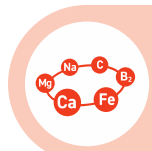
Nutrition and Health



Salt reduction



Reduce other risk-increasing factors
(Apart from Salt reduction)



Increasing beneficial substances to health

Environmental-Sustainability



Limited resources



Climate change



Waste

Food Safety



Ensuring product safety



Food allergy



Easy-to-understand labeling

Solving Social Issues



Disaster relief



Food assistance



Responsible supply chain