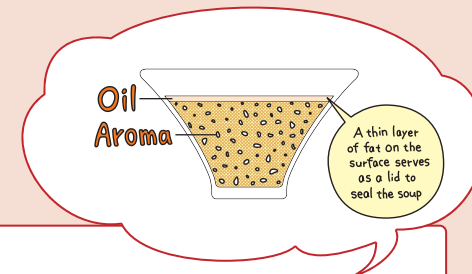


JUST WHY DOES SLURPING MAKE RAMEN TASTE BETTER?



Why does ramen taste better when you slurp it? Here is a definite explanation, assisted by illustrations, of exactly what is different between eating with or without slurping.

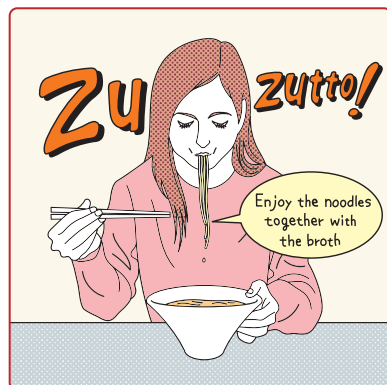
SUPERVISED BY NIPPON RAMEN ASSOCIATION



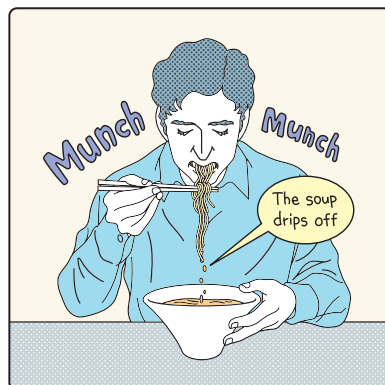
1

THE BROTH IS ALSO EASILY PICKED UP

When you pick up the ramen noodles, they carry a lot of broth with them, and to make sure that the broth doesn't fall back into the bowl, slurp it in quickly to capture its full, rich flavor together with the noodles.



○ The broth is also easily picked up

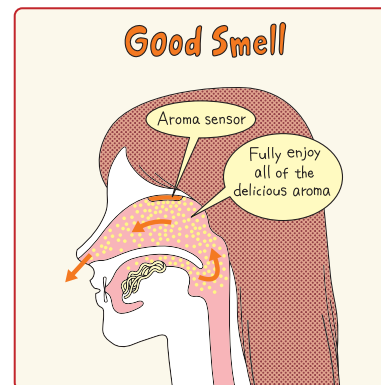


△ The soup drips off, leaving noodles bare

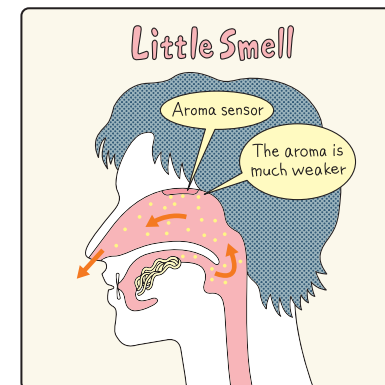
2

ENJOY THE AROMA OF THE BROTH, TOO

When you slurp the noodles in, not only do you get the flavor of the broth, but you also fill your mouth with the aroma. And, since aroma is carried in the air, you breath that air out through your nose...so you can fully enjoy all of the delicious aroma with every bite.



○ Enjoy the rich aroma through your nose



△ The aroma is weaker if you don't slurp

We hope you'll join us with a bowl of *Zuzutto* at a ramen restaurant wherever you are.

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