



ICHIRAN Brooklyn Now Delivers Freshly Made Ramen

Freshly Made Ramen now Delivered to Your Door

On Oct. 19, 2020, ICHIRAN will offer freshly made, restaurant quality tonkotsu ramen for delivery via UberEats, Grubhub, and Chowbus. It took ICHIRAN's noodle craftsmen months of research and development to create a noodle that not only meets ICHIRAN standards for taste and quality, but can also stay fresh and flavorful as it travels to your door.

ICHIRAN does not compromise when it comes to ramen, serving only the highest quality ramen to our diners. To avoid disappointing ramen fans with less than stellar ramen, ICHIRAN has so far refrained from providing take-out or delivery. After all, ramen tastes its best when eaten right after it is served. However, times have changed and after the urging of many of our fans, we have found a way to offer high quality ramen for take-out and delivery. Our newest noodle is developed specifically for distance. The new noodles are more durable and can maintain its flavor and quality for a longer period of time. Our regular noodles in the ramen at ICHIRAN restaurants are so fresh and delicate that they instantly absorb the broth, losing their texture over time. But the noodles made for the delivery version of the Classic Tonkotsu Ramen can maintain its consistency and flavor for a longer period of time.

Except the new noodles, all other ingredients in the Classic Tonkotsu Ramen (delivery version) are the same exact ones used in the restaurant - including the famous tonkotsu (pork bone) broth. And just like in the restaurant, you can fully customize your ramen to your exact preferences, from the richness of the broth to how spicy you like it. The ramen broth is packed separately from the rest of the ramen in special take-out containers imported from Japan that help the soup maintain its temperature for up to 40 min. We found that the average take-out container can keep food warm for up to 10 min. - not long enough to keep the ramen hot as it travels to your door.



Classic Tonkotsu Ramen (delivery version) in packaging

These new noodles are ICHIRAN's very first step in recreating our flavors and quality for take-out and delivery. For the first time in ICHIRAN history, you can now order our ramen and have it delivered to your door with the same great taste and quality you find dining in at our restaurant. To



slurp your take-out ramen, carefully place the noodles and toppings into the hot broth and dig in! We recommend digging into your ramen while it's still piping hot.

Available on UberEats, GrubHub and Chowbus, you can order ICHIRAN's much loved Classic Tonkotsu Ramen for delivery starting October 19, 2020. Other menu items available for delivery include the Recommended Toppings Set, Fresh Ramen (DIY ramen kit), and various drinks.



Classic Tonkotsu Ramen (delivery version)

About ICHIRAN: www.ichiranusa.com

ICHIRAN is an authentic ramen restaurant specializing in tonkotsu (pork bone broth) ramen. ICHIRAN began in the small city of Fukuoka, Japan in 1960. As the foremost expert in tonkotsu ramen, ICHIRAN has developed its own unique broth and noodles through years of scientific research. The first ramen restaurant to offer ramen customization, it is also the first to create a unique dining experience with its Ramen Focus Booths – individual dining booths designed for a private and peaceful meal.