

Indomie Unveils Exciting New Product Line to Celebrate Over 31 Years of Taste and Innovation in Nigeria

Indomie marks 31 years of flavor and innovation in Nigeria with the launch of a new product line, celebrating its legacy of quality, creativity, and connection with millions of consumers nationwide.



Ikorodu, Lagos Nov 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - In a bold move to reaffirm its position as Nigeria's most beloved instant noodles brand, Indomie Instant Noodles, produced by Dufil Prima Foods Ltd., has announced the launch of its newest product line. The new addition marks another milestone in Indomie's 31-year journey of innovation, taste, and commitment to satisfying the ever-evolving palates of Nigerian consumers.

For over three decades, Indomie has remained a trusted name in homes across the country, transcending generations with its delicious flavors, consistency, and convenience. Loved by children, cherished by parents, and enjoyed by all, Indomie has become more than just a meal — it's a cultural symbol representing togetherness, joy, and comfort.

The new product line introduces exciting flavors that reflect Nigeria's rich culinary diversity while maintaining the brand's signature quality and taste. With this launch, Indomie continues to strengthen its bond with consumers by offering even more variety, innovation, and value for money.

Speaking at the launch event in Lagos, a representative of Dufil Prima Foods Ltd. expressed pride in the brand's continued growth and impact:

“Indomie has always been about creating delightful meal experiences that bring people together. For over 31 years, we’ve consistently innovated to meet the changing tastes of Nigerians. This new product line embodies our dedication to quality, creativity, and customer satisfaction.”

Since its introduction to the Nigerian market, Indomie has transformed the country’s culinary landscape, pioneering the instant noodles industry and inspiring countless competitors. However, through continuous innovation, strong consumer trust, and a deep understanding of local preferences, Indomie has maintained its leadership position.

From its early days to becoming a household name, Indomie’s success has been driven by its focus on excellence — from sourcing high-quality ingredients to ensuring top-notch manufacturing standards. The brand’s widespread popularity can be attributed not only to its rich flavors but also to its role in supporting local communities, creating jobs, and contributing to Nigeria’s economy through sustainable business practices.

As Indomie celebrates over three decades of success in Nigeria, the launch of this new product line underscores its mission to remain at the forefront of food innovation while keeping taste, nutrition, and affordability at its core. Consumers can look forward to a product that blends tradition with creativity, delivering a unique experience that only Indomie can offer.

About Indomie

Indomie is a unique brand of instant noodles loved by millions of Nigerians. For over 31 years, it has remained a staple in homes across the nation, offering delightful taste, quality, and wholesomeness. The brand’s commitment to innovation and excellence continues to make it a trusted name across all age groups.

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