

Yumart's Japanese Style Wet Ramen Noodles Attract Global Buyers At SIAL For Their Authentic Flavor



Beijing, China Jan 3, 2026 (IssueWire.com) - Amidst the high-energy environment of the Salon International de l'Alimentation (SIAL), Beijing Shipuller Co., Ltd. has highlighted its latest culinary innovations, specifically focusing on its premium noodle portfolio. For international distributors seeking a reliable [Japanese Style Dried Ramen Noodles factory](#), the Yumart brand offers a comprehensive selection that bridges traditional craftsmanship with modern food safety. These ramen noodles are produced using high-protein wheat flour and a unique auxiliary production process that results in a firm, elastic texture and a distinct wheat aroma. Available in various formats—including wet, dried, and frozen—the noodles are designed to absorb broths effectively, providing an authentic dining experience for both retail consumers and professional chefs. By adhering to rigorous ISO and HACCP standards, the facility ensures that its production remains a cornerstone for global buyers looking to integrate high-

standard Asian staples into their regional markets.

Part I: Global Industry Outlook—The Evolution of the Noodle Market

The international noodle sector is undergoing a structural transformation driven by the "Premium Convenience" movement. As Asian culinary culture becomes a permanent fixture in global mainstream diets, the demand for ramen has shifted from basic, budget-friendly options to gourmet, restaurant-quality experiences. This trend is particularly evident in North America, Europe, and the Middle East, where consumers are increasingly seeking authentic textures that replicate the "al dente" bite found in traditional Japanese noodle houses.

Shift Toward Freshness and Functional Health

A defining trend in the current market is the rising preference for non-fried and wet noodle varieties over traditional deep-fried instant versions. These formats are perceived as being closer to fresh artisanal products, retaining more nutritional value and a superior mouthfeel. Furthermore, "Clean Label" initiatives are now a foundational industry standard. Professional procurement teams are prioritizing products that exclude artificial preservatives and synthetic flavor enhancers, focusing instead on high-purity ingredients sourced from unpolluted planting bases. This shift reflects a broader consumer goal of balancing convenience with metabolic wellness.

Global Fusion and Culinary Versatility

Beyond traditional Japanese preparations, ramen noodles are increasingly being integrated into global fusion cuisine. Their ability to hold structural integrity in complex, heavy broths or as a base for cold stir-fry salads has made them a strategic ingredient for professional food services. This versatility allows manufacturers to cater to a diverse demographic, ranging from plant-based consumers to those seeking high-protein, wheat-based staples for quick meal solutions.

Part II: SIAL—A Strategic Platform for Global Food Innovation

SIAL (Salon International de l'Alimentation) stands as one of the world's most influential networks for the food and beverage industry. As a premier global exhibition, it serves as a critical bridge between manufacturers and high-level decision-makers from the retail, import, and hospitality sectors. For over six decades, SIAL has been the primary venue for identifying emerging food trends and establishing large-scale international distribution networks.

Direct Market Engagement and Technical Feedback

Participation in SIAL allows enterprises to engage in real-time dialogue with thousands of professional visitors from over 100 countries. For the noodle industry, this face-to-face interaction is essential for technical validation. Buyers can evaluate the elasticity, aroma, and hydration levels of different noodle variants, ensuring they meet the specific culinary standards of their target regions. The exhibition effectively functions as a global laboratory, where manufacturers receive direct feedback on packaging preferences and localized flavor trends.

Navigating Regional Standards in a Centralized Hub

SIAL's diverse environment provides invaluable insights into regional regulatory nuances. Whether it is meeting the Halal certification requirements for Southeast Asian markets or the strict non-GMO and

organic labeling standards of Western Europe, the fair facilitates the alignment of production capabilities with localized import laws. By showcasing innovations at SIAL, companies can demonstrate their commitment to global compliance and their ability to scale production for international expansion.

Part III: Institutional Strength and Strategic Application Scenarios

Beijing Shipuller Co., Ltd., established in 2004, has spent over two decades developing an integrated supply chain focused on bringing original Oriental tastes to the world. The company's operational resilience is anchored by **9 specialized manufacturing bases** and a collaborative network of **280 joint factories**, facilitating the export of premium food products to 97 countries and regions.

Core Advantages and Manufacturing Standards

The organization's leadership in the Asian food export sector is supported by its rigorous quality management systems:

Comprehensive Certification: All facilities and product lines, including the Japanese-style ramen series, operate under **ISO, HACCP, BRC, Halal, and Kosher** protocols. This extensive certification portfolio provides a "universal passport" for entry into the world's most regulated markets.

The "Magic Solution" R&D: With five dedicated R&D teams specialized in sauces and noodles, the organization offers a collaborative "Magic Solution" for OEM clients. This allows for the micro-adjustment of noodle parameters—such as thickness, curliness, and absorption rates—to match the specific palate of a destination country.

Logistics and Consolidation: Through professional LCL (Less than Container Load) services, the company enables buyers to consolidate multiple categories—including noodles, soy sauce, seaweed, and panko—into a single shipment, significantly reducing inventory overhead and logistical complexity.

Professional Applications and Client Success

The Yumart ramen portfolio is engineered for high performance across three primary sectors:

Professional Food Service (HORECA): Executive chefs in international hotel chains and specialized ramen bars utilize the **Wet and Frozen Ramen** formats for their authentic texture and consistent quality, essential for maintaining brand standards across global branches.

Mainstream Retail Distribution: For the retail market, the **Dried Ramen** variants provide a shelf-stable, easy-to-prepare meal solution that appeals to home cooks seeking restaurant-quality ingredients.

Industrial Food Processing: Manufacturers utilize these noodles as a foundational component in pre-packaged meal kits and frozen entrées, relying on the product's ability to maintain its integrity through industrial freezing and reheating processes.

Conclusion

As the global appetite for authentic and certified Asian ingredients matures, the importance of a reliable, high-capacity supply partner remains paramount. Beijing Shipuller Co., Ltd. continues to leverage its extensive manufacturing network and R&D expertise to deliver consistent, high-performance

seasonings and noodles. Through the Yumart brand, the organization remains a foundational link in the global supply chain, ensuring that traditional craftsmanship is accessible to kitchens, factories, and retail shelves worldwide.

For more information on product specifications, international certifications, or to request customized distribution solutions, please visit the official corporate website: <https://www.yumartfood.com/>



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