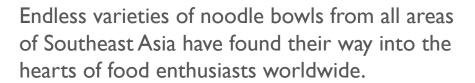


More Than Gourmet®

Making the Perfect
Noodle Bowl in
Foodservice Operations
& Industrial Products



Utilizing rich, savory broths, smoky dashi, flavorful tares, and unlimited garnishes make for an exciting and personalized dining experience.

We believe the starting point for a savory bowl of Tonkotsu ramen, Tori Paitan, or Vietnamese pho, begins with the broth. So we expertly craft our More Than Gourmet $^{®}$ line of stock and broth concentrates using the highest quality ingredients that deliver a delicious authentic flavor.

More Than Gourmet® has faithfully honored the classic tradition of stock production with extended boiling processes that result in complex, culinary-grade products. Learn more about these products and their essential role in crafting the perfect noodle bowl for your customer.

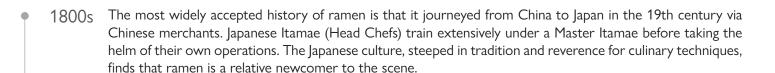
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History of Traditional Ramen & Noodle Bowls

Ramen is from the Chinese words "ra" meaning pulled and "men" from the word noodles (mein).



1950s Momofuku Ando developed a wheat-based noodle that cooked instantly under boiling water, calling it ramen. This discovery, coupled with economic growth in Japan in the decade following, led to the rapid spread of Ramen-Ya (ramen shops) throughout the country. This is considered the birth of "Japanese Fast Food."

The true "ramen boom" did not begin until the mid-'90s. At this time, the ramen world truly began to welcome creativity in a country anchored by traditions and technique. To this day, ramen is considered "fast food" in Japan. Cheap, quick, and filling while freshly prepared with premium ingredients and creativity. Today, there are more than 6,000 Ramen-Ya in Tokyo alone and over 10,000 throughout the country. Most of them serve a great bowl for \$10 or less. Ironically, the Japanese culinary culture is considered quite rigid in its traditions. However, ramen is a canvas for creativity. Still using the foundations of the craft, the individuality and imagination of the Ramen-Ya has become the modern ramen culture. Each Ramen-Ya is intensely focused on mastering their individual offering. By embracing tradition while encouraging creativity, the new ramen culture has arrived.

Japanese ramen cuisine has always featured regionality at the core of its offerings. The country has 72 micro seasons that each produce the best local foods. The coastlines produce some of the finest seafood in the world, while inland locations feature herbs and fresh vegetables. Japan has always been a regional culinary country, offering the best in local ingredients and preparations.

2010s The birth of the internet has assisted in making ramen a global phenomenon. In 2015, Tsuta Ramen-Ya, headed by Chef Yuki Oishi, became the world's first Michelin starred ramen restaurant. Incredibly creative offerings while still honoring traditions (only nine counter seats available) were key to Tsuta's success.









These three components are blended at 90% broth and 10% dashi while adding tare to individual tastes.



Broth
Pork (tonkotsu),
chicken, vegetables, all
of which are enriched
with fat



Dashi
Stock made of seaweed, dried shiitake mushroom, dried fish, dried bonito flakes, and dried anchovies to achieve a rich, smoky flavor



Tare
Generally, there are three
tare (flavors): shio (salt),
shoyu (soy sauce), and
miso (fermented soybean
paste)





Exploring Types of Ramen

Ramen is generally made from stock based on chicken or pork, combined with a variety of ingredients such as kombu (kelp/seaweed), katsuobushi (skipjack tuna flakes), niboshi (dried baby sardines), beef bones, pork bones, shiitake, and onions. Some modern ramen broths can also be vegetable-based.



Tonkotsu

Meaning "pork bone" soup—not to be confused with tonkatsu— has a cloudy and thick, white-colored broth. It is similar to the Chinese baitang, made from boiling pork bones, fat, and collagen over high heat for many hours



Shōyu

Meaning "soy sauce" ramen is the oldest of the five. It has a clear brown broth based on a chicken and vegetable (or sometimes fish or beef) stock with plenty of soy sauce added, resulting in a soup that is tangy, salty, and savory yet still fairly light on the palate.



Shio

Meaning "salt" ramen is a pale, clear, yellowish broth made with plenty of salt and any combination of chicken, vegetables, fish, and seaweed.



Miso

A relative newcomer, miso ramen reached national prominence around 1965. This uniquely Japanese ramen, which was developed in Hokkaido, features a broth that combines copious miso and is blended with oily chicken or fish broth – and sometimes with tonkotsu or lard – to create a thick, nutty, slightly sweet, and very hearty soup. Miso ramen broth tends to have a robust, tangy flavor, so it stands up to a variety of flavorful toppings.



Tori Paitan

A rich, creamy broth flavored with leeks and fresh ginger.



Pho Bo

A Vietnamese aromatic beef soup flavored with black cardamom, cinnamon, ginger, and star anise. Garnishes include rice noodles, bean sprouts, fresh basil, thinly sliced raw beef, and poached beef tendon. The soup is finished at the table with hoisin sauce and sriracha to the guest's liking.









Picking a Noodle

Traditionally, to make ramen, you use a wheat-based ramen noodle. However, there are hundreds of different noodles to choose from, including noodles made of rice, sweet potato, and tapioca.

Proteins

Another way to impart dynamic flavor is with the protein you chose to add to the bowl. Here are a few popular choices for meat and vegetarian options:

- Spicy ground pork
- Pulled poached chicken
- Seasoned pressed tofu
- Glazed pork belly
- · Shaved rare beef
- · Soft poached egg

Garnishes

The main thing that makes building noodle bowls a creative process is the various ways you can customize them. Through a wide array of diverse garnishes, you can select the combination that helps make your bowl unique.

- Baby bok choy
- Scallions
- Dry-roasted shiitake mushrooms
- Seared king oyster mushroom
- Pickled apple and onion salad
- Poached baby corn
- Roasted plum tomato
- Ginger
- Basil
- Mint
- Cilantro

- Kaffir lime leaves
- Sesame oil
- · Charred scallion oil
- Togarashi spice
- · Kombu dashi
- Miso paste
- Honey
- Roasted garlic
- Sake
- Soy sauce
- Rice vinegar
- Pickled ginger
- Pickled red onion

Solutions for Every Need: Industrial to Foodservice



10 lb. Pail = 22 gal. of finished stock





50 lb. Pail = 110 gal. of finished stock









Looking for custom formulation support for implementing a noodle bowl in a foodservice operation, meal kit or as a retail food product?

Contact us:

inquiries@morethangourmet.com

More Than Gourmet is a subsidiary of Ajinomoto Health & Nutrition North America, Inc.

