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Woh Hup launches China-flavour instant noodles series

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Singaporeâ??s homegrown culinary icon, Woh Hup, has unveiled its latest innovationâ??the China Flavour Instant Noodles series, marking a fresh chapter in its 89-year legacy. Established in 1936 and celebrated for its quality noodles and iconic sauces, Woh Hup continues to evolve while staying rooted in tradition.

The new series draws inspiration from Chinaâ??s diverse regional cuisines, offering three authentic flavours: Dried Shanghai Scallion Oil Noodles (rich and savoury), Dried Sichuan Pepper Noodles (hot and flavourful), and Dried Shanxi Spicy Oil Noodles (aromatic and spicy).

Catering to todayâ??s health-conscious and time-pressed consumers, the noodles are non-fried, cholesterol-free, and trans fat-free, delivering a guilt-free yet flavourful dining experience. Ready in minutes, they are designed to suit Singaporeâ??s fast-paced lifestyle while preserving the brandâ??s hallmark of authentic taste.

Over the decades, Woh Hup has earned recognition as a pillar of Singaporeâ??s food heritage, including being featured in the National Heritage Boardâ??s â??50 Made in Singapore Productsâ? (2015) and named Top Influential Brand in Sauces (2018, 2023). With the launch of its China Flavour Instant Noodles, the brand continues its mission of bringing trusted quality and authentic flavours to family kitchens in Singapore and beyond.