



Happy National Ramen Day April 4, 2019

69% of Millennial and Gen Z diners want authentic ethnic cuisine made with simple, traditional ingredients. (Dataessential 2018)

RAMEN ON THE RISE

Ramen menu mentions are up 46% over the past 4 years. Dataessential Haiku, the data and insights company's new learning engine that forecasts food trends, predicts that ramen will increase another 20% over the next 4 years. Consumer engagement certainly seems to support this:

88%
KNOW IT

75%
HAVE TRIED IT

51%
LOVE OR LIKE IT

Ramen saw 12.5% menu growth from 2017-2018. (Dataessential 2018)

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