



NOODLE BOX™

INTERNATIONAL OPPORTUNITIES 2024

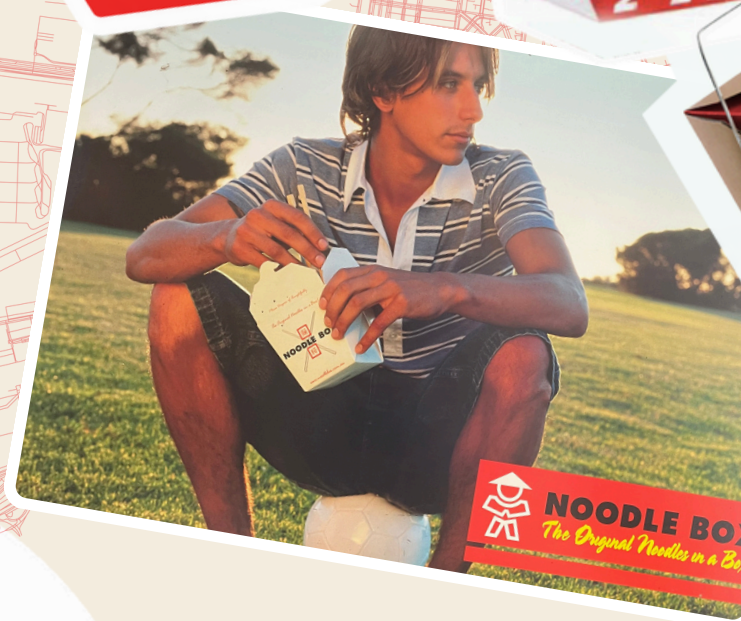
THE NOODLE BOX STORY

Noodle Box was created by two adventurous young Australian's after they stumbled into a hawker market in South-East Asia.

They were instantly inspired by the fiery theatre of the kitchens, the aromas of spices, flavours of sauces and the market fresh ingredients on display.

The two friends saw an opportunity to deliver that same thrilling experience packaged in the now symbolic "Noodle Box" to Australians back home and opened the first Noodle Box restaurant in Melbourne, Australia in 1996.

As part of Concept Eight's family of brands, Noodle Box is the biggest and fastest growing Asian franchise in Australia, with 100+ restaurants and a growing presence in the USA.



WHY NOODLE BOX?

- 1 Largest Noodle Brand in Australia**
Proven scalability of 100+ restaurants with USD \$65.7 million in annual system-wide sales.
- 2 28+ Years of our Unique Tasting Noodles**
Proprietary Noodle Box sauces ensure the best tasting dishes that cannot be matched.
- 3 Access to Noodle Box's established Operating Systems and Supply Chain**
Strong track-record expanding Noodle Box with flexible store footprints and localised menu.
- 4 Exclusive Master Franchise and Development Rights**
We grant exclusive, long term rights to develop and sub franchise Noodle Box.
- 5 Industry Leading Training & Support**
World class blended learning training program and the support of an International team with global franchise experience across 20+ countries.



OUR FAMOUS MENU

WOK-CHARRED NOODLES

Our most popular flavorful dishes, prepared with fresh ingredients and cooked in a searing hot wok to lock in bold, smoky flavours

FRIED RICE

Featuring a variety of ingredients like char siu pork, shrimp, egg, and vegetables, all wok-charred with our fluffy and golden rice.

SIZZLING STIR-FRIES

Keep it separated! Our well balanced protein, vegetable and sauce mix sits upon either noodles or rice.

VEGETARIAN

A combination of our most popular wok-charred noodles and fried rice dishes and loaded with vegetables only.

STREET SIDES

A variety of tasty, snack-sized delights, perfect for complementing your main dish or enjoying on their own

CREATE YOUR OWN

Choose your own South-East Asian adventure by personalising your size, noodles or rice, protein, vegetables and Noodle Box proprietary sauce.



UNLOCK OUR MASTER RECIPES



The Noodle Box proprietary sauces are utilised in all our dishes and bring the flavours of South-East Asia to the world. They are critical to achieving the signature Noodle Box taste and ensuring our flavours cannot be replicated in your market.

CHINESE OYSTER

Bold and savory, made from oyster extracts

JAPANESE TERIYAKI

Sweet, savoury sauce made from soy and mirin

CHINESE BLACK BEAN

Savory, thick sauce made from fermented black beans

CHINESE SWEET AND SOUR

Tangy, sweet sauce with vinegar, sugar, and ketchup

MONGOLIAN

Peppery blend of soy sauce, hoisin sauce, garlic and ginger

INDONESIAN SATAY

Creamy, peanut-based sauce with spices and coconut milk

PAD THAI

Sweet, tangy sauce with tamarind and fish sauce

CHINESE HOT AND SPICY

Fiery sauce with chilli, garlic, and vinegar

CHINESE HONEY SOY

Sweet, savory sauce made from honey and soy sauce

INDONESIAN NASI GORENG

Savoury and thick, made from soy, chilli and shrimp paste



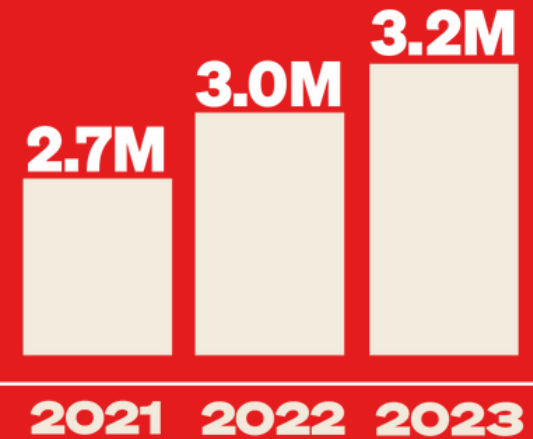
NOODLE THE NUMBERS

EST. 1996

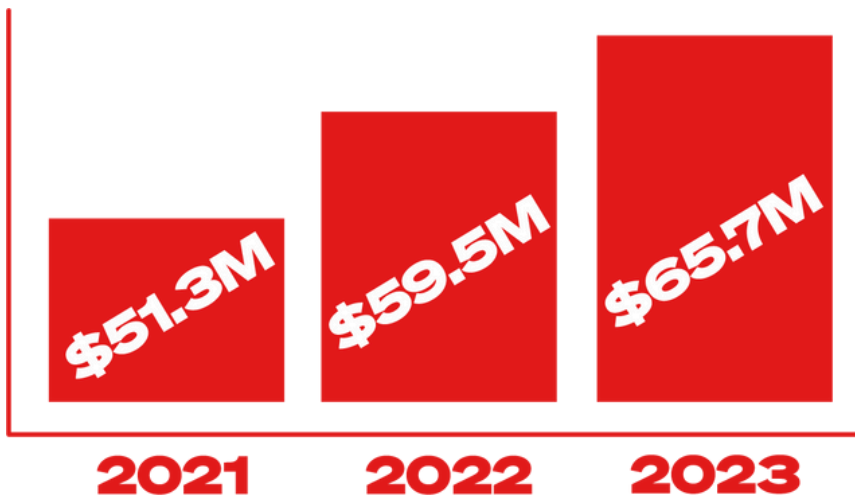
100+
RESTAURANTS

9.6*
MILLION
BOXES SOLD

ANNUAL ORDERS TAKEN



WORLDWIDE SALES GRAPH (USD)



LOCATIONS

 **AUSTRALIA**

 **UNITED STATES**

WORLDWIDE OPPORTUNITIES AVAILABLE >



SLURP ON THESE STORE TYPES

TRADITIONAL

80-100 sqm (800-1000 sq ft) // Standard Menu

EXPRESS

15-25 sqm (150-250 sq ft) // Limited Menu

VIRTUAL

15-25 sqm (150-250 sq ft) // Standard Menu



MARKETING SHOWCASE

Creative Marketing is at the core of Noodle Box to help attract, retain, and delight our customers. Our experienced and dedicated team will liaise with International Partners on how to promote and drive sales in your territory using a range of proven and innovative marketing tactics:

PROMOTIONS

National and local area marketing

DIGITAL

Website, online ordering, digital marketing, search engine optimisation and social media

PRINT

Point of sale material, marketing production, print and distribution

COMMUNICATIONS AND PUBLIC RELATIONS

Generating a positive local and national presence through community engagement

BOXED FOR DELIVERY

The world is forever changing, as is the way customers now seek out and order food, most with a single tap of their mobile phone. In Australia, delivery makes up **45-50%** of sales and there are three main reasons why:

1. PRODUCT QUALITY

Our dishes are perfect for delivery and stay piping hot. Coming straight off the wok and tightly packed in a Noodle Box.

2. SPEED

Our simple in-store operations ensure every meal is prepared within a few minutes ensuring times

3. BRANDING

Our name, colours and professional imagery stand out amongst the rest on delivery platforms.



CE

SIZZLING STIR FRIES

NOODLE BOX

ORDER HERE ↑

ORDER HERE ↑

NOODLE BOX



NOODLES

CHINESE COMBINATION	\$12.95	\$15.95	\$18.95
THAI STICKY PORK ROLL	\$12.95	\$15.95	\$18.95
PAID TIAU	\$12.95	\$15.95	\$18.95
JAPANESE TERIYAKI	\$12.95	\$15.95	\$18.95
MALAYSIAN SPICY TERNI	\$12.95	\$15.95	\$18.95
CHATEAUX GARLIC PRANIS	\$12.95	\$15.95	\$18.95
CHINESE HONEY BOY	\$12.95	\$15.95	\$18.95
THAI BEEF & BROCCOLI	\$12.95	\$15.95	\$18.95

FRIED RICE

CHINESE SPECIAL	\$12.95	\$15.95	\$18.95
THAI SPECIAL	\$12.95	\$15.95	\$18.95
JAPANESE SPECIAL	\$12.95	\$15.95	\$18.95
MALAYSIAN SPECIAL	\$12.95	\$15.95	\$18.95
CHATEAUX SPECIAL	\$12.95	\$15.95	\$18.95
CHINESE HONEY BOY	\$12.95	\$15.95	\$18.95
THAI BEEF & BROCCOLI	\$12.95	\$15.95	\$18.95

SIZZLING STIR FRIES

CHINESE SPECIAL	\$12.95	\$15.95	\$18.95
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JAPANESE SPECIAL	\$12.95	\$15.95	\$18.95
MALAYSIAN SPECIAL	\$12.95	\$15.95	\$18.95
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CHINESE HONEY BOY	\$12.95	\$15.95	\$18.95
THAI BEEF & BROCCOLI	\$12.95	\$15.95	\$18.95

NOODLE BOX

DOUBLE DRAGON

CHATEAUX

ORDER HERE ↑

ORDER HERE ↑





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