



DISCOVER YOUR MYOJO!



MYOJO is the very first instant noodle brand established in Singapore since 1971. It remains as the chosen brand for generations of Singaporeans with whom the brand has grown. Today, Myjo boasts the widest range¹ of offerings in Singapore market, all of which are tailored for the local palate. Its foodstuff are inspired by the diverse food cultures in this unique nation. Through Myjo, gourmands can relish the goodness in the flavours of Singapore.

Myjo has breathed new life into its packaging designs, which are inspired by the origin stories of different dishes. For example, the design for Chicken Curry packaging features a kampong house as the dish was a staple in many homes during the olden days. Not only are they a treat for the stomach, the products now come with enriching insights into Singapore's heritages. Discover your Myjo and the goodness it brings!

¹ The widest number of products from one instant noodle brand in Singapore for 2015 2Q, Nielsen data
** Packet-type products with re-established design will be available in November 2015.



Core range

The core range consists of traditional flavours that are fondly remembered by those who grew up in Singapore and with Myjo.

The design of the packaging features a shop house shape which harks back to Singapore's early days and evokes a sense of nostalgia.



Curry range

A sure hit with local gourmands, the curry broth is rich, creamy and just brimming with flavours. The aroma and taste whisk one back to the good old kampong days when chicken curry was a heartening mainstay at the table.

The design of the packaging takes inspiration from the typical kampong structures, which once dotted Singapore's land.



Thai range

Blending the piquancy of lime and chilli, the Tom Yam broth entices with its delicate balance of tanginess and spiciness. This flavour, like all others, caters to Singaporeans' taste preferences. It also broadens the diversity of Singapore's food culture.

The design of the packaging is based on the impression of a typical Thai structure often seen in the country.



Korean range

The Korean range transports one to the country with its characteristically spicy and sour kimchi broth. With smooth and bouncy noodles, the Korean range adds colours and depth to Singapore's multicultural food culture.

The design of the packaging is modelled after the typical Korean house.



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SINCE 1971, SINGAPORE'S FIRST INSTANT NOODLE BRAND*

*MYOJO is the first brand to manufacture instant noodles in Singapore since 1971

MAP FOR YOUR DISCOVERY

Core range



Chicken Flavour
雞湯麵



Chicken Abalone Flavour
鮑魚雞湯麵



Seafood Flavour
海鮮湯麵



Mee Soto Ayam Flavour
馬來風味湯麵



Mee Siam Flavour
米通湯麵



Asam Laksa Flavour
亞三叻沙湯麵



Lor Mee Flavour
酸辣油麵



Singapore Ee Mian Flavour
星洲伊麵湯麵



Singapore Laksa Flavour
星洲叻沙湯麵

Curry range



Chicken Curry Flavour
咖喱雞湯麵



Singapore Curry Flavour
星洲咖喱湯麵

Thai range



Thai Tom Yam Flavour
泰式酸辣湯麵



Thai Tom Yam Flavour
泰式酸辣湯麵

Korean range



Spicy Mushroom Flavour
辣拉麵香辣香菇味



Spicy Lobster Hot Pot Flavour
辣拉麵辣龍蝦砂鍋味