

Manchester United and Nissin Announce Global Sponsorship Agreement

Written by Australian Business

- Legendary Japanese food brand to be Club's newest Global partner
- Launching 'HUNGRY TO WIN' sports initiative

MANCHESTER, UNITED KINGDOM -- 16th July 2014 -- [Manchester United Football Club](#) (NYSE:MANU) has today announced a multi-season sponsorship agreement with international food brand [Nissin](#) to become a Global Partner of Manchester United.



Manchester United and Nissin Announce Global Sponsorship Agreement

Written by Australian Business

"Darren Fletcher, Tom Cleverley, Rafael and Jonny Evans celebrate the launch of Manchester United's global partnership agreement with Nissin" credit: Manchester United

Founded in Osaka, Japan in 1948, Nissin is famous for its instant noodles which were invented by its founder, Momofuku Ando, who developed the convenience food as an answer to food rationing after World War II. As an industry leading food brand, its products are enjoyed by millions and available in over 80 countries around the world with Cup Noodles being its most recognisable product.

With its founder's philosophy, "food and sports are the wheels to drive health" Nissin is committed to improving the health of the world by driving increased participation in sports, and providing the food to fuel an active lifestyle.

As the biggest football club in the world, Manchester United is the perfect platform to help Nissin build on this association between food and sports and generating awareness on a global scale. In the first year of the partnership the legendary Japanese food brand will produce Nissin and Manchester United branded food products for sale across the globe and will unveil a unique campaign linking the club with its products.

Nissin branding will also be visible on stadium perimeter boards at all domestic games at Old Trafford, as well as official Club publications, MUTV and the Club's official website.

Manchester United and Nissin Announce Global Sponsorship Agreement

Written by Australian Business

Manchester United's Group Managing Director, Richard Arnold, said: "We are delighted to welcome Nissin into our family of Global Partners. The worldwide demand for its instant noodles is over 105 billion servings per year and Nissin has a long tradition of innovation, challenging the industry with their products and setting a standard that has been emulated the world-over.

"Nissin also has a proven record of supporting leading sports organisations, making them a fitting global partner for Manchester United. We look forward to working together."

Koki Ando, CEO of Nissin Foods Holdings Co. Ltd, said: "Nissin will start a new project in collaboration with athletes and sports teams. Our slogan for this project is 'HUNGRY TO WIN'. We strongly believe we can 'ignite a spirit of challenge across the world' by our partnership with Manchester United who is the best in the world in name and in reality."

Image

Darren Fletcher, Tom Cleverley, Rafael and Jonny Evans celebrate the launch of Manchester United's global partnership agreement with Nissin

<http://release.media-outreach.com/i/Download/1918>

Manchester United and Nissin Announce Global Sponsorship Agreement

Written by Australian Business

Company Logo

<http://release.media-outreach.com/i/Download/471>

About Manchester

United

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 136-year heritage we have won 62 trophies, enabling us to develop the world's leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.

About Nissin Foods Group

Nissin Foods Group is the pioneer of instant noodles, with its founder, Momofuku Ando, inventing the world's first instant noodles, "Chicken Ramen" in 1958. While instant noodles have their roots in Japan, today instant noodles have grown to be the world food consumed at a rate of over 100 billion servings throughout the globe. Following the invention of instant noodles, Mr. Ando developed the world's first cup-type instant noodles, "CUP NOODLES" in 1971. CUP NOODLES are sold in over 80 countries - in Asia as well as in Americas, Europe, and other continents of the world.

In order to revolutionise food culture around the world, Nissin Foods Group as "EARTH FOOD CREATOR" is committed to pursuing the various possibilities of foods that bring forth deliciousness with dreams. Moreover, through enriching mankind with the fun and joy that come from food, the company strives to serve for society and the world at large.