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# LEGEND OF THE INSTANT NOODLE

by Omar Hedvat

**I**n Japan, when one thinks of instant food, one thinks of instant noodles – or, more specifically, “Cup Noodles”, a brand of Nissin Foods and set up by the inventor of instant noodles, Ando Momofuku (1910-2007). Today, **Cup Noodles** are sold in over 80 countries in the world, satisfying the instant noodle needs for over 100 million people every day – in the process becoming one of the main representative companies of Japan alongside Toyota, Panasonic, and Sony.

## ANDO MOMOFOKU

Ando, dubbed as “Mr. Noodle” by the New York Times, is renowned for inventing the first ever “instant noodles” in 1958, the “Chicken Ramen”. Ando is revered as a hero in Japan for his ability to think outside the box (or cup in this instance!), and his strong desire to help others in distress. Indeed, Ando’s motivation for investigating instant noodles in the first place was in order to help with hunger issues lingering during the post-war period. He said that the sight of thousands of bone-skinny Japanese people queuing up for noodles every day was engraved into his mind; he wanted to know why this was the case, and how to solve this issue.

Ando was born in 1910 in Japanese Taiwan – at the time under Japanese imperial rule. After being orphaned during childhood, he was inspired by his grandparent’s textile business, and went to study economics at Ritsumeikan University in Kyoto, finishing his degree in 1934. He then devoted his early 20s to creating businesses such as the textile company Touyou Meriyasu and a company creating parts for spaceship engines. Success was short-lived, however, as the aftermath of World War II saw many of his factories burnt down and his businesses bankrupted.

## FROM ZERO TO HERO

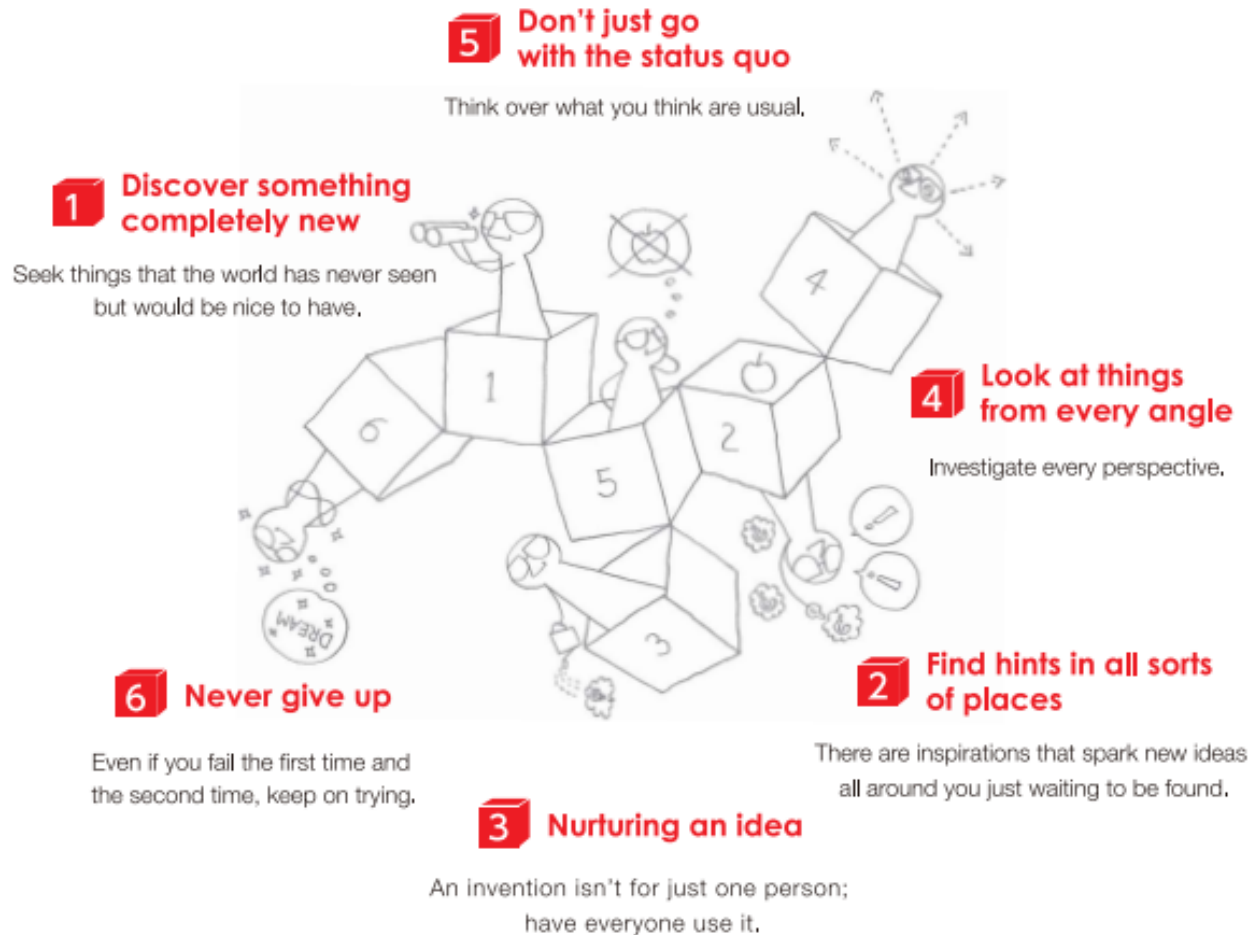
He famously said “失敗から考えろ” (shippai kara kangaero), meaning “you must think from failure” – this is indeed what he managed with his instant noodle discovery. Motivation to create instant food was driven by widespread hunger during the aftermath of World War II. Seeking affordable, decent food for the working class, Ando started his experiments at his small hut in Osaka.

*(Continued on page 4)*

# !!! Creative Thinking Boxes

Momofuku Ando's boundless curiosity and creative thinking came up with amazing ideas that no one else had ever thought of. In these six boxes you can learn about Momofuku's creative thought process.

## Six key ideas



These boxes teach the six key ideas that inspired Momofuku Ando's creative thinking by appealing to the five senses of the person inside. As anticipation and excitement builds about what is in the next box, you can experience the six elements essential to nurturing creativity. ◆

Source: <http://www.cupnoodles-museum.jp/english/index.html>

## DID YOU KNOW THAT THIS TINY THING RAISED \$6.4 M AND ENTERED KICKSTARTER'S TOP 10 MOST FUNDED PROJECTS?



**THE FIDGET CUBE**

This is a Fidget Cube, basically a baby toy for adults, and people are loving it.

Fidget Cube was created by Matthew and Mark McLachlan, two brothers who designed the Apple Watch accessory Duet.

The duo, who are fidgeters themselves, created this toy to change the way society views these small movements.

It weighs 4.1 ounces and measures 1.3 inches.

Each side has a different mechanism: clickable buttons, movable joystick, spinning dial, rolling gears, a rubbing surface and a flickable switch.

INNOVATION  
=  
IDEA + LEADER + TEAM + PLAN

“Innovation distinguishes between a leader and a follower.”  
Steve Jobs

## HOW TO ADOPT INNOVATIVE MINDSET

by Jason Williams

### BE OPEN TO AND READY FOR CHANGE

Innovation requires it. Innosight’s Scoot D. Anthony defines innovation as “something different that has Impact.” The key here is “something different.” Before companies can successfully travel down the path of innovation, they must decide ahead of time that change will be accepted and even encouraged. This might certainly mean different products and services, but it could also mean different business models, organizational structures and work habits.

### BE WILLING TO TAKE RISKS

One of the biggest barriers to innovation is aversion to risk. This starts at the top. Nothing stops innovation faster than the executive kill card. “Nobody died of discomfort, yet living in the name of comfort has killed more ideas, more opportunities, more actions, and more growth than everything else combined,” warns author T. Harv Eker. Innovation and risk-taking go hand-in-hand. Know that going in.

### THE RIGHT PEOPLE ARE MORE IMPORTANT THAN THE RIGHT SKILLS

Innovation is a human-driven activity. The skill sets to successfully innovate can be taught, developed, acquired and hired, but the right people will make all the difference. Companies looking to innovate should bring people into the process who are open-minded, passionate, adaptable and not afraid to take risks.

### BE OPEN-MINDED

The world is a laboratory of ideas. Innovation doesn’t happen when we withdraw from the world, but rather when we engage with it. Successful innovators almost always take an external viewpoint that draws inspiration from sources outside their office walls. Network in other industries, read newsletters and publications from another discipline, travel, or have lunch with another department. There are many ways to connect outside the box, but curiosity is always required.

### “THE CONSUMER IS BOSS”

This was A.G. Lafley’s mantra when he was revitalizing the consumer products giant Procter & Gamble in the early 2000s. Successful companies usually take this customer-first perspective. Make sure your organization is grounded in what the market wants, not what you want. Before you can start to innovate, your company must learn to listen to customers, observe users in the field, and understand what your target audience needs.

### INNOVATION IS AN ITERATIVE PROCESS

You can create a detailed plan for how to innovate, but these strategies rarely survive their first contact with the market. “Everyone has a plan until they get punched in the face,” said boxer Mike Tyson. Success comes when you learn to adapt. It is more important to have the right people and mindsets in place than to have a perfectly crafted plan.

### ULTIMATELY, INNOVATION IS MORE ABOUT MINDSET THAN SKILL SET

But don’t be fooled. Innovation isn’t easy. Be prepared to roll up your sleeves. Legendary management consultant Peter Drucker provides the best summary in his classic article “The Discipline of Innovation.” In innovation, there is talent, there is ingenuity, and there is knowledge. But then it is said and done, what innovation requires is hard, focused, purposeful work.”

Source: <http://innovationexcellence.com/blog/2016/06/05/how-to-adopt-the-innovative-mindset/>

## LEGEND OF THE INSTANT NOODLE

(...continued from page 1)

Ando firmly believed that all you needed was hot water to create successful instant noodles. Ando, getting only 4 hours of sleep and not a single day of rest over the course of a year, relentlessly challenged himself to create the successful instant noodles. And, aged 48, his unwavering belief that the times demanded instant noodles was finally rewarded with the invention of the first ever instant noodles – Chicken Ramen in 1958, dubbed by Japanese television stations and newspapers as “magic ramen”. And, while problems still arose due to lack of portability and slow mass-production of the noodles, after much trial and error and making mini-breakthroughs, instant noodles, as we know them today, were born, with Cup Noodles sales beginning in 1971.

Between 1966-1971, Ando made a number of key breakthroughs. He found out the secret to freezing toppings and creating the unique upside-down cone shaped styrofoam Cup Noodles cup allowing fast mass factory production. Before 1971, the noodles were preserved in a flat plastic packet (as in the case of the Chicken Ramen), and thus needed to be transferred into a bowl before eating, making it troublesome to consume on-the-go. Ando found the answer to this conundrum when he visited Los Angeles in 1966 for investigation. American supermarket owners initially thought Ando’s noodles were too troublesome to eat, and began to break down the hard block of noodles into smaller pieces, placing the contents into a cup. That day in 1966 was the true beginning of the Cup Noodles revolution.

Upon reflection of his visit to America, Ando acknowledged that the final key to developing the perfect instant noodles was by overcoming the boundary of domestic food culture.

### SPACE NOODLES

Ando’s final invention was the “Space Ram” in 2005, a form of instant noodles made to be eaten in space. Stored in an air tight plastic container, the invention of the Space Ram came from Ando’s long-term dream to invent noodles that could be eaten at zero gravity conditions – a dream that was finally realized at the tender age of 95! The Space Ram project, which was initially submitted to JAXA’s (at the time NASDA’s)

feasibility investigation in 2002, successfully passed NASA’s strict safety tests and was first launched into space in 2005. Other than the standard soy sauce-based flavour, miso, curry, and tonkotsu (pork bone) variations are also available. In order to stop the soup flying everywhere at zero gravity level, he decided increase the noodle’s viscosity (thickness), and, by experimenting with the combination of flour and starch, managed to create a type of instant noodle that would become edible using hot water at only 70 degrees Celsius (far too low for normal instant noodles).

### CUPNOODLES MUSEUM

Ando passed away in January 2007, and was appropriately celebrated as “Mr. Noodle” in the Appreciations column of New York Times on January 9, 2007. The CUPNOODLES Museum was opened in Yokohama to celebrate Ando’s life achievements. It was “built to stir the creativity and curiosity within every child”, with an emphasis on “seeing, touching, playing, eating, and having fun” (museum homepage), where you can learn about the life of Ando Momofuku by visiting a mock version of his tiny hut in Osaka and by watching a video about how he came to inventing instant noodles. The museum contains much interactivity; children can learn about the science behind the making of instant noodles by joining a lab session, and people of all ages are free to make their own custom-made Cup Noodles, where you can decorate the cup, choose your ingredients and soup-base, and watch it being processed in a factory setting (and, of course, you are able to store it at home and eat it later!).

Ando mentioned that isolation as an orphaned child helped him develop a strong sense of independence in an interview with Japanese magazine Nippon Shacho. Ando himself commented that his lonely childhood experiences gave him the strength to carry on in spite of business failures, a spirit that led to the creation of the 25bn dollar Cup Noodles brand of today. It would not be an exaggeration to say that the instant noodle revelation stands out as one of the great Japanese post-war miracle business ideas alongside the Sony Walkman (1979) and Hello Kitty (1974), for instance. ♦

Source: <http://www.gurashii.com/legend-of-the-instant-noodle/>

## Momofuku Ando’s Inventions



Chicken Ramen (1958)



CUPNOODLES (1971)



Space Noodles (2005)



{new} partners



**Greenroof Corporation**  
(ISO 9001:2015)



**GValue Trading Corporation**  
(ISO 9001:2015)



**iTECH System Solutions and Services**  
(ISO 9001:2015)



**Kidapawan Doctors College, Inc.**  
(ISO 9001:2015)



E.REYES AVE. ESTANCIA, ILOILO

**Virgin Builders Construction**  
(ISO 9001:2015)



**Oleo-Fats Incorporated**  
(ISO 14001:2015 and OHSAS 18001:2007)

## MELBERT GENERAL MERCHANT

**Melbert General Merchant**  
(Design of Inventory Management System)

### From the Editors



A new year has just started and everyone is hopeful for a better year than the previous one. There will definitely be challenges along the way and it would be good for businesses to plan ahead with greater innovation and creativity in order to withstand the wave of changes. In line with this, we are providing you articles and stories that will inspire you to think creatively, or as the idiom goes, "to think outside the box."

Thinking outside the box means approaching difficulties in innovative and creative ways. The 'box', being rigid and square, represents constrained and unimaginative thinking. To think outside the box is the encouragement to look for solutions from outside our normal thinking patterns. We hope you find this issue helpful in your respective systems.

Also, as our front page's header indicates, we have recently changed our company name from FCU & ASSOCIATES to FCU SOLUTIONS, INC. There is no change in management though and as always, we will continue to serve you with the same commitment and passion to maintain our reputation which we have had for 19 years. With this change in our name, we aim to expand the scope of our services to cope with the changing business environment.

All correspondences, including invoices, will use this new name starting February 2017. Thank you for being one of our valued customers. Enjoy reading and stay In Touch!

- Sukh and Shay

# { newly-certified } clients



**Coastland Construction and Development Corporation**  
(ISO 9001:2015)



**Haidee Construction and Development Corporation**  
(ISO 9001:2015)



**Northern Builders**  
(ISO 9001:2015)



**RAS Eastern Builders Development Corporation**  
(ISO 9001:2015)



**Starforce Security Services Incorporated**  
(ISO 9001:2015, ISO 14001:2015, and OHSAS 18001:2007)



**Galactic Security Services Incorporated**  
(ISO 9001:2015, ISO 14001:2015, and OHSAS 18001:2007)



# { newly-certified } clients



Megaforce Security Services Corporation,  
United Megaforce Security Services Incorporated, and  
Tri Megaforce Security Services Corporation  
(ISO 9001:2015, ISO 14001:2015, and OHSAS 18001:2007)



FODC-First Orient Development and Construction  
Corporation  
(ISO 9001:2015)



Century Properties Management, Inc.  
(ISO 9001:2015)





# FCU *in* ACTION



Authorized Managing Officer (AMO)  
Orientation/Seminar



Kidapawan Doctors Hospital, Inc. (KDHI)  
(Strategic Planning)



Galileo SurgiCenter  
(ISO 9001:2015 Awareness Seminar)



Pilmico Animal Nutrition Corporation  
(Integrated Management System Internal Audit Seminar)



Ritche-Nathalie Builders and Gen Mdse  
(ISO 9001:2015 Awareness and Risk Management Seminar)



Vast Lighting Corporation  
(ISO 9001:2015 Awareness Seminar)



# FCU *in* ACTION



**CEC Construction Corporation**  
(ISO 9001:2015 Awareness and Risk Management Seminar)



**Micro Base Transport Eqpt. Co., Inc**  
(ISO 9001:2015 Internal Audit Seminar)



**Metro Stonerich Corporation**  
(ISO 9001:2015 Risk Management Seminar)



**AB Aponesto Construction Parts & Supply**  
(ISO 9001:2015 Internal Audit Seminar)



**Vast Lighting Corporation**  
(ISO 9001:2015 Risk Management Seminar)



**Nickel Asia Corporation-Cagdianao Mining Corporation**  
(Integrated Management System Internal Audit Seminar)



**FCU**  
in  
**ACTION**



*A Visit at Momofuku Ando's Instant Ramen Museum*



*Unleashing Our Inner Artists at Sip and Gogh*

**BRAIN TEASERS**



1. what starts with an E, ends with an E, and usually contains only one letter?
2. Which word, if pronounced right, is wrong, but if pronounced wrong is right?
3. What has roads but no cars, rivers but no water and hills but no trees?
4. What word is the same backwards and upside down?
5. What is so fragile that when you say its name you break it?
6. The word CANDY can be spelled using just two letters. Can you figure out how?
7. It was given to you, it belongs to you, but your friends use it more than you do. What is it?
8. What has many keys but no locks?
9. I have a tail, and I have a head, but I have no body. I am NOT a snake. What am I?
10. What has four wheels and flies?

Answers: 1. Envelope; 2. Wrong; 3. A map; 4. NOON; 5. Silence; 6. C and Y; 7. Your name; 8. Piano; 9. A coin; 10. Garbage Truck