



October 4, 2017

## Return of the Mac: Noodles & Company Adds New Mac & Cheese Menu and Launches Improved rBST-Free Cheese Sauce

### Noodles Invites Mac & Cheese Fans to Celebrate Its World Famous Macs on National Noodle Day; Free Small Wisconsin Mac & Cheese® With Purchase on Oct. 6

BROOMFIELD, Colo., Oct. 04, 2017 (GLOBE NEWSWIRE) -- [Noodles & Company](#), serving classic noodle and pasta dishes from around the world, today announced the return of three guest-favorite specialty Mac & Cheese dishes as part of its new, permanent World Famous Macs menu. The three macs — Truffle Mac, BBQ Pork Mac and Buffalo Chicken Mac — join Noodles' most popular dish, Wisconsin Mac & Cheese®, on the new menu that is available starting today at all Noodles & Company locations nationwide.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/07b7f718-cae9-4259-8645-b69ea8156b2b>

"For more than 20 years, since Noodles & Company first opened, our Wisconsin Mac & Cheese® has been the most popular and celebrated item on the menu. In fact, last year alone we served more than 15 million bowls of Wisconsin Mac & Cheese®," said Jonathan Tress, vice president of marketing at Noodles & Company. "Last year we tested the mac menu as a seasonal offering, and our guests overwhelmingly let us know that they love the expanded mac menu and the ability to put an adult twist on their favorite comfort food. For many guests, our Mac & Cheese is the first step they take in exploring our menu of global flavors, and we feel confident that the new mac menu will give our guests even more to love about Noodles."

The World Famous Macs menu is accompanied by the launch of a new cheese sauce recipe featuring a stronger flavor profile and more sharp cheddar cheese for an even more craveable taste. The cheese sauce is also gluten and rBST-free, and like everything on Noodles' core menu, the sauce contains no artificial colors, flavors, preservatives or sweeteners. In addition to the better flavor, the new cheese sauce holds better, creating a better at-home dining experience for guests who take their food on the go, and recent taste panels found that an overwhelming majority of guests prefer the new sauce to the original.

To celebrate the return of the fan-favorite mac dishes as permanent items on its new World Famous Macs menu, the Company invites all guests to enjoy a free small bowl of its beloved Wisconsin Mac & Cheese® with purchase of any regular-sized entrée at participating restaurants on National Noodle Day, Friday, Oct. 6. Further, any NoodlesREWARDS guest who checks in Friday, Oct. 6, will receive a reward in their NoodlesREWARDS inbox on Saturday, Oct. 7. On a return visit, NoodlesREWARDS members can take \$2 off any Mac & Cheese dish, valid through Oct. 17, 2017.

The four Mac & Cheese dishes featured on Noodles & Company's new World Famous Macs menu include:

- 1 **Wisconsin Mac & Cheese®:** Noodles' famous Wisconsin Mac & Cheese, a classic blend of cheddar and jack cheeses, cream and elbow macaroni.
- 1 **Truffle Mac:** Noodles' signature Mac & Cheese sauce takes a fancy turn with black truffle and roasted mushrooms, all topped with Parmesan cheese and house-made toasted breadcrumbs.
- 1 **Buffalo Chicken Mac:** This spicy dish starts with Noodles' Wisconsin Mac & Cheese, then layers on Parmesan chicken, Frank's RedHot® Buffalo Wings Sauce and a sprinkling of Parmesan cheese and green onions.
- 1 **BBQ Pork Mac:** Creamy, traditional mac gets a smoky-sweet makeover with tender, slow-braised, naturally raised pork, a topping of crispy jalapeños and a tangy barbecue sauce.

Each of the dishes on the new World Famous Macs menu — like every dish at Noodles & Company — is entirely customizable. Guests are invited to add additional protein — such as naturally raised pork, Parmesan-crusted chicken, meatballs or grilled chicken breast — or a vegetable, to truly make the dish their own. In fact, 256 different, personalized combinations can be made with Wisconsin Mac & Cheese® alone.

For more information on Noodles & Company, its new World Famous Macs menu or National Noodle Day offers, please visit [www.noodles.com](http://www.noodles.com) or check us out on [Facebook](#), [Twitter](#) or [Instagram](#).

**About Noodles & Company**

[Noodles & Company](#) is a fast-casual restaurant chain where its globally inspired dishes come together to create a [World Kitchen](#). Previously recognized by Parents Magazine as a Top Family Friendly Restaurant, and Health Magazine as one of America's Healthiest Fast Food Restaurants, Noodles & Company is a restaurant where Japanese Pan Noodles rest comfortably next to Penne Rosa and Wisconsin Mac & Cheese®, but where world flavors don't end at just noodles. Inspired by some of the world's most celebrated flavor combinations, Noodles & Company's menu offers shareables, soups and salads, too. Everything is made fresh to order, just as you like it, using quality ingredients free of artificial colors, flavors, preservatives and sweeteners. Dishes are delivered to the table, allowing guests time to sit and relax or grab a quick bite. With more than 400 locations nationwide, from California to Connecticut, guests can find the location nearest them and take a tour of the global menu by visiting [www.noodles.com](http://www.noodles.com).

**Media Contact:**

Danielle Moore

[Press@noodles.com](mailto:Press@noodles.com)

720-214-1971