

FOR IMMEDIATE RELEASE



Blue Dragon Bucks into the Year of the Horse with NEW Authentic Saucy Noodles and Simmer Sauces

*Celebrate lunar new year's year of the horse with
bold, restaurant-worthy meals at home – fast,
flavourful, authentic and affordable*

Toronto, ON, August 18, 2025 — Just in time for Lunar New Year celebrations, **Blue Dragon**, a leading brand of Asian food products in Canada, is expanding its lineup with **three new Saucy Noodles** and **four flavour-packed Simmer Sauces**. Launching in grocery stores nationwide in **January 2026**, the new range makes it easier than ever for Canadians to enjoy the vibrant, authentic flavours of Asia at home — **affordably, quickly, and without compromise**.

2026 marks the Year of the Horse, a symbol of energy, strength, and good fortune. There's no better way to celebrate than by gathering around the table for delicious, home-cooked meals. With Blue Dragon, Canadians can honour tradition and explore Asian cuisine while enjoying a convenient, modern alternative to expensive takeout.

From spicy **Thai Chili Crisp** to umami rich **Korean BBQ**, Blue Dragon puts **bold, authentic flavour** from Thailand, Korea and China at the centre of everyday meals — using **vegan** and **artificial flavour-free** ingredients. With inflation and rising food costs leading more than 91% of Canadians to cook at home, Blue Dragon delivers a delicious alternative to takeout — with all the flavour and none of the fuss.

ASIAN FLAVOURS: A CANADIAN FAVOURITE

Asian cuisine remains one of Canada's most beloved food categories, with **1 in 4 Canadians** favouring it weekly. With Thai and Korean dishes consistently ranking among the country's top 15 restaurant choices, Korean BBQ has emerged as one of the fastest-growing flavour trends nationwide.

While 39% of Canadian declare experimenting more with global notes when cooking, Asian flavours now dominate the supermarket aisle, representing 42% of all innovations within the ready-to-eat segment. Simultaneously, Asian cooking sauces have become the **second-most popular ethnic sauce category** in Canadian supermarkets — a sign that home cooks are looking for **simple and convenient solutions** to recreate their favourite restaurant dishes at home. With affordable, flavour-packed products, the Blue Dragon new line-up hits the **sweet (and spicy) spot, offering the perfect balance of authenticity, convenience, and quality**.

NEW!

SAUCY NOODLES

Ramen, Upgraded



Single-Serve



Say goodbye to basic instant ramen. **Blue Dragon Saucy Noodles** are a premium single-serve solution for quick meals with authentic ingredients and no compromise. The first of its kind in Canada, the package features **air-dried, knife-cut noodles** (never fried) for a saucier, tastier bite. Each pack also comes with a rich, authentic ready-to-mix sauce and garnish sachet (sesame seeds or chili flakes) as opposed to the usual dry, high sodium powder seasonings. Available in **Soy Garlic**, **Chili Crisp**, and **Korean BBQ** flavours, the Saucy Noodles are **vegan** and **lower in sodium** than conventional instant ramen. And they're ready in **just five minutes** — making them ideal for busy professionals, and young adults seeking a nostalgic favourite with grown-up taste.

With **convenience driving meal decisions**, Blue Dragon's Saucy Noodles offer a modern, satisfying upgrade to the instant noodles Canadians grew up on — now made with **high-quality ingredients, bold flavours**, and **no artificial flavours and colours**. The single serve packages are ideal for school or the office and are a great solution to the demand for smaller packaging size to match the needs of more than half (55.6%) of the one to two person households from coast to coast.

Blue Dragon Saucy Noodles retail for \$3.99 and are available at supermarkets nationwide beginning January 2026.

NEW!

SIMMER SAUCES

Big Flavour in 15 Minutes



Serves Four



Made in Thailand with high-quality ingredients, Blue Dragon's new **Simmer Sauces** offer a fast, flavourful way to prepare authentic Asian dishes — no complicated prep required. These sauces are **vegan, gluten-free** (except Korean BBQ), and contain **no artificial flavours or colours**.

Ideal for busy families and quick weeknight meals, the sauces can be used as a simmer base, stir-fry sauce, marinade, glaze, or dip. Pair them with Blue Dragon Egg Noodles, Pad Thai Noodles, or Spring Roll Wrappers for a complete, satisfying meal.

Flavours include: Thai Coconut Curry, Peanut Satay, Pad Thai, and Korean BBQ. The Korean BBQ Sauce is made with Gochujang paste which delivers a spicy kick and the authentic taste of Korea.

The new Simmer Sauces retail between \$5.99 and \$6.49 and are available at national grocery retailers starting January 2026.

About Blue Dragon: Founded in the UK in the 1970s, Blue Dragon was created to bring authentic Asian flavours to Western kitchens. Today, the brand remains committed to sourcing bold, clean, and flavour-forward ingredients from across Asia. With a full lineup of sauces, noodles, meal kits, and pantry staples, Blue Dragon empowers Canadians to prepare restaurant-style meals at home in under 35 minutes. Many of Blue Dragon products are non-GMO, vegan-friendly, and free from artificial flavours and colours — delivering flavour Canadians can feel good about.

For recipes and inspiration, visit: www.bluedragon.ca/recipes