
TUI Airways to serve Mr Lee's Noodles

By **Rachel Debling** on March, 21 2018 | Food & Beverage



[Mr Lee's Pure Foods](#), an up-and-coming name in the convenience food and ready meals sectors, will be launching their award-winning instant noodles on [TUI Airways](#) this April.

According to a March 21 press release, Mr Lee's CEO Damien Lee and his team provide a healthier alternative to other convenience products, and the noodles are an extension of the company's overall mission to help consumers eat smarter, without compromising on taste.

The company has created a range of six diverse gluten-free flavors, two of which are vegan. Their products are among the lowest in category for salt, calories, sugar and saturated fats, while also containing no MSG, artificial preservatives, flavors or colors. This is all made possible through the use of premium freeze-dried ingredients which retain a high percentage of their nutritional integrity and taste.

In a release announcing the new partnership, Lee commented: "I think the airline catering industry has really got to a point now where they know, and anticipate, that they will have customers that will have certain dietary requirements, other than just a vegetarian option. Over the past two years gluten-free snacks have become more and more attainable whilst flying, but I believe our noodles are going to really mean that those with Coeliacs or other gluten intolerances will have an inflight meal that's not 'just another tasteless alternative,' but instead a desirable bit of nosh that will bring the same flavor-filled goodness as everything else on TUI's onboard menu.

We've worked hard to make sure each and every cup contains a restaurant-caliber dish, authentic in taste and texture to the oriental cuisine you'd expect from any top noodle bar."

To date, Mr Lee's Noodles have been available across many of the UK's train lines, as well as on board

Australia's [Jetstar Airways](#). TUI will be the first time Mr Lee's is available through the UK airline industry.

"Starting at the end of April 2018, our Hong Kong Street Beef noodles will be available as a part of TUI's onboard menu," Lee continued. "We can't wait to hear what thousands of passengers will have to say once they get their hands on our delicious noodles, and look forward to an ongoing partnership with TUI to achieve our goal of putting healthier, better foods in the hands of airline passengers everywhere."

For more information, visit [Mr Lee's website](#) or see them at [WTCE](#), stand 1E51 (Portfolio Partners Limited).