

**not just any instant noodle.**

The word "instant" has always been associated with something rather poor in taste and bad for health, but from now on it doesn't have to be. GreeNoodle is quick and easy to prepare, and a healthy, natural and delicious alternative to conventional instant noodles.

**natural** GreeNoodles are air dried instead of fried, have no added preservatives, food coloring or MSG. They also do not contain egg or animal products. All soups and sauce are vegetarian.

**delicious** GreeNoodles have great taste and good chewy texture.

**try it also as a salad or stir-fry**



Organic Brown Pasta with Vegetables



GreeNoodle Salad with Kale Mix



**gluten-free Organic brown rice pasta**

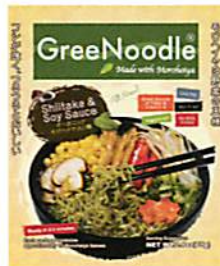
Typically rice pasta is made with rice flour which can oxidize easily and lose nutrients. In order to minimize the oxidation process and maximize vitamins and minerals, we manufacture our Organic Moroheiya Brown Rice Pasta directly from organic brown rice grain, without the use of rice flour.



plain



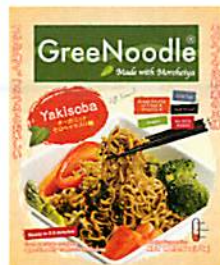
kimchi flavor



shiitake



tom yum



yakisoba



miso

Imported by Eon Foods International  
23585 Foley St. Hayward, CA 94545, USA  
[www.greenoodle.com](http://www.greenoodle.com)



only moroheiya is organic

# GreenNoodle®

Made with Moroheiya

{ moroheiya }

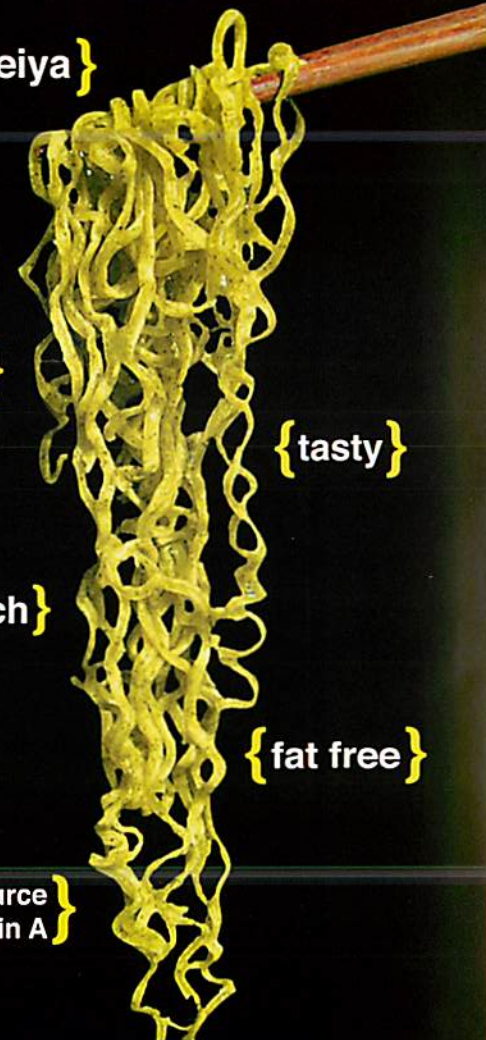
{ vegan }

{ tasty }

{ fiber-rich }

{ fat free }

{ good source of vitamin A }



**think green**  
**act green**  
**eat greenNoodle**



## foundation & harvest

Before becoming involved in agriculture, I worked for a company in Japan that produced health supplements. During that time I encountered moroheiya - an unusually nutritious vegetable, also known as the "king's vegetable." I began thinking a lot about creating a product with much nutrition that everyone, even children and healthy people, could enjoy. My conclusion was noodles. People of all ages love noodles. There are many ways of cooking it: as chow mein, ramen, with soups or with salads. It's a wonderful food with universal appeal. That is why I made up my mind to develop moroheiya noodles. So I quit my job to start an organic agriculture business that would offer safe foods to people while protecting and taking care of the environment. It was not an easy task, but despite all the hardships today I am proud to present to you the fruits of my hard labor. I put my heart and soul into perfecting this delicious health food.

founder, Mr. Sho Oga

## our green commitment

We pride ourselves on organic farming methods without the use of pesticides or harmful chemicals. Moroheiya leaves used in GreenNoodle are grown on an organic IFOAM and USDA certified farm in Thailand, where the tropical climate is well suited to the plant allowing it to be harvested twice a year. The plants are cultivated using micro-organism rich soil. Water used for farming the moroheiya is sourced from uncontaminated subsoil 150 meters underground near the Khao Yai Mountains.

## "king's vegetable"

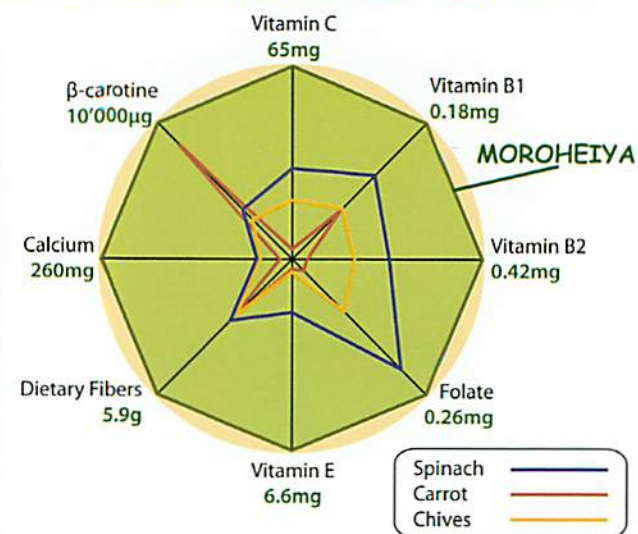
Since its first discovery in ancient Egypt, moroheiya has been prized for its health and beauty benefits. Cleopatra, an Egyptian queen, loved it as the secret of her beauty. Legend even tells that it restored the health of a dying Pharroh. That is when moroheiya, or in original Arabic "mulukhlya," received its name, which translates as "the food of the kings."

Moroheiya also known as mulukhiya or mallow leaf (Corchorus in Latin) has been cultivated in Egypt since ancient times. Its fibers are spun into jute while its young shoots and leaves are harvested as a vegetable and used in traditional Egyptian dishes and stews.



According to reports from the Japanese Ministry of Education and Science, moroheiya contains vitamins, minerals and dietary fiber in levels several times above most known vegetables and herbs. In particular, components of mucin found in moroheiya help to protect the mucosa of the digestive organs and help prevent indigestion. The table below compares moroheiya to some of the more common vegetables.

## studies show moroheiya contains higher nutritional benefits than other vegetables.



Vegetable per 100g	Potassium (mg)	Calcium (mg)	Iron (mg)	β-Carotene (µg)	Vitamin A (iu)	Vitamin B1 (mg)	Vitamin B2 (mg)	Vitamin B9 (µg)	Vitamin C (mg)	Dietary Fibers (g)
<b>Moroheiya</b>	530	260	1.0	10,000	840	0.18	0.42	260	65	5.9
<b>Spinach</b>	690	48	2.0	4,200	350	0.11	0.20	210	36	2.8
<b>Broccoli</b>	360	38	1.0	800	87	0.14	0.20	210	120	4.4
<b>Chive</b>	510	48	0.7	3,500	290	0.06	0.13	100	19	2.7
<b>Carrot</b>	280	29	0.2	7,700	790	0.06	0.04	28	4	2.7
<b>Pumpkin</b>	400	20	0.8	700	80	0.07	0.06	80	16	2.8