



MORE.THAN

Guilt-Free Indulgence

Revolutionizing Instant Noodles:
Guilt-Free & Flavor-Packed

Join the Movement
for Guilt-Free Eating



**'Better-For-You' food
creations that you wish
existed, but never found
on shelves**

MORE.THAN

About MORE.THAN

MORE.THAN is a female-founded brand born in Dubai in 2023, with a mission to make healthy eating simple, delicious, and guilt-free.

We're reimagining classic favorites — starting with instant noodles — by combining rich flavors with wholesome ingredients like whole grains and plant-based protein.

Our products fit perfectly into a busy lifestyle, helping you enjoy what you crave while staying on track with your health goals.



**Building a world where we eat what we
crave Guilt-Free & still feel Good.**

Instant Noodles, Reinvented

Instant noodles are a beloved comfort food, enjoyed worldwide. At More.Than, we've reimagined this classic with wholegrain noodles that are high in protein and fiber, without being pre-fried — offering a healthier, guilt-free alternative.

As consumer demand grows for nutritious, convenient meals, More.Than delivers big flavor without compromising on health or ease, making it the ideal choice for today's market.



What Makes Us different?



3x More Protein

15g of protein per serving, from pea protein to fuel energy and support muscles



3x More Fiber

6g of fiber per serving, from whole wheat to aid digestion and keep you full



Not Pre-Fried

Only instant noodles product that is not pre-fried in palm oil



60% Less Sodium

Big flavors with 60% less sodium vs. other instant noodle products



No MSGs

MSG free product with real ingredients and no label tricks



100% Vegan

A plant-based alternative to other instant noodle products

Nutritional Values (for similar pack size)	MORE THAN Instant Noodles	Leading Instant Noodle brand	Comparison
Protein	15g	5g	3x more protein
Fiber	6g	2g	3x more fiber
Sodium	630-1,010mg	1,580 mg	Up to 60% less sodium
Calories	230 kcal	330 kcal	30% less calories
Not pre-fried	✓	X	
No MSG	✓	X	
Vegan	✓ (2 Vegan SKUs)	X	





Our Products





Indian Curry



COUNTRY OF ORIGIN IS CHINA



NOT FRIED

15g
PROTEIN



HIGH
FIBER



VEGAN



MSG
FREE

PACKAGING: 68GMX24 CUPS | 120 CARTONS PER PALLET | SHELF LIFE: 18 MONTHS



COUNTRY OF ORIGIN IS CHINA



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A large, stylized orange starburst graphic with multiple points, centered on a purple background. The text "Expanding Across the Region" is written in white, bold, sans-serif font across the center of the starburst.

Expanding Across the Region

MORE THAN is already available in key UAE retailers and online platforms (e-commerce and q-commerce).

We're actively expanding across the GCC, targeting markets in Saudi Arabia, Bahrain, Oman, and beyond into North Africa, with a focus on Morocco and Tunisia.

Interested in partnering with us? Get in touch to learn more about distribution opportunities!



**'Feel Good Food' with
Big Flavors, wholesome
ingredients; but none of
the Guilt**

MORE.THAN

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