



PEI WEI®

PEI WEI INTRODUCES NEW WOK-FIRED NOODLE BOWLS New menu items highlight cuisines of Thailand, China and Japan

SCOTTSDALE, Ariz. (Oct. 3, 2016) – [Pei Wei](#), the authority on pan-Asian cuisine in an elevated, fast casual experience, will celebrate National Noodle Day on Oct. 6 with the introduction of three new noodle bowls. Each entree will offer a “travel by taste” adventure, inspired by the cuisines of Thailand, China and Japan.

Pei Wei Noodle Bowls will showcase the fresh produce, bright aromatics and exotic spices that characterize the regions' culinary traditions. Dishes are cooked to order in an open concept kitchen, using mindfully sourced ingredients, selected for their bold flavors and nutritional benefits.

- **Chicken Chow Mein:** Wok-seared noodles and chicken tossed in savory soy sauce with green beans, Swiss chard, red bell peppers, carrots, onion and scallions.
- **Blazing Bangkok Peanut Noodles:** Wok-seared chicken and noodles in Thai chile peanut sauce with ginger, red bell peppers, onion, Swiss chard and Thai basil, garnished with roasted peanuts and fresh lime.
- **Japanese Steak & Shrimp Chile Ramen:** Wok-seared noodles, steak and shrimp in a spicy-savory Japanese sauce with minced garlic, onion, carrots, scallions, cilantro and lime.

“Our new Noodle Bowls are a reflection of our ‘flavor with purpose’ mission, using fresh ingredients that are carefully selected for both optimal flavor and nutrition,” said Pei Wei Chief Marketing Officer Clay Dover. “We believe that eating well is at the center of a well-balanced life, a sensibility we bring to each new menu item.”

Included on the Noodle Bowl menu will be Pei Wei's updated **Chicken Pad Thai** recipe, now featuring wok-seared chicken and rice noodles, tossed in a Thai sweet-and-sour sauce with tofu, bean sprouts and fresh egg, and garnished with crushed roasted peanuts, fresh cilantro, scallions and lime.

In addition to enjoying the new noodle bowls, guests can snap their National Noodle Day experiences using a unique Snapchat geofilter, available between 10 a.m. and 10 p.m. on Oct. 6, at any of Pei Wei's 200-plus restaurant locations.

Also this month, Pei Wei will introduce **Edamame Hummus**, a unique blend of vibrant green edamame, sesame tahini, mint, ginger, lemon juice and kosher salt. Topped with togarashi, Edamame Hummus will be served with crispy wonton chips, fresh cucumbers, red bell peppers and snap peas.



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The entire menu can be viewed at peiwei.com, or guests can download the new [Pei Wei mobile app](#) to place orders and view their account information, including My Wei Rewards points that can be used toward free entrees. My Wei Rewards enrollment and more information are available at peiwei.com/MyWei.

ABOUT PEI WEI

Founded in 2000, Scottsdale, Arizona-based [Pei Wei](#) is a pan-Asian, fast casual restaurant that offers guests a way to eat well, be well and live well. Pei Wei prepares each dish to order using freshly chopped ingredients, purposely chosen for nutrition as well as flavor, and in the tradition of ancient Asian cooking methods. Menu offerings include lettuce wraps, salads, sushi, quinoa bowls and Wok Classics that can be easily customized for any palate or diet, including gluten-free and vegetarian. Pei Wei owns and operates more than 200 restaurants in 21 states. For more information, visit www.peiwei.com, and the latest Pei Wei news is also on [Facebook](#), [Twitter](#) and [Instagram](#).

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