

TableMark Enters the U.S. Market with Frozen Udon Line

– Authentic Japanese Udon to Debut at the 2026 Summer Fancy Food Show –

TableMark Co., Ltd. (“TableMark”) today announced the launch of its first frozen udon product line in the U.S., featuring three products that combine authentic Japanese quality with everyday convenience. The line will debut at the 2026 Summer Fancy Food Show in New York City ahead of a phased U.S. rollout beginning in July 2026, marking an important step in bringing Japanese udon culture to a broader base of U.S. consumers. Developed as part of TableMark’s expanding overseas strategy, the launch reflects the Company’s long-standing strengths in quality, product development, and manufacturing expertise, supported by TableMark’s position as Japan’s No.1 frozen udon company based on INTAGE SRI/SRI+ sales data*.

*Based on INTAGE SRI/SRI+ panel research database, frozen prepared food category, Udon, sales value basis, March 2015–April 2026.



Executive Comment

Takeshi Meida, Executive Officer, Overseas Business Division, TableMark Co., Ltd.



As interest in Japanese food continues to grow across the U.S., we see strong potential for products that deliver authentic Japanese quality in formats suited to everyday life. This frozen udon product line represents an important first step in making udon part of everyday meal occasions in the U.S. market. While designed for convenience, these products remain true to the texture, satisfaction, and overall eating experience that define udon in Japan.

For more than 50 years, TableMark has helped shape Japan’s frozen udon category through continuous innovation and manufacturing expertise. Through this launch, we hope to introduce udon not simply as a specialty Japanese dish, but as an approachable everyday meal option for consumers across the U.S..

We will continue refining our offerings based on consumer feedback and expanding the lineup as we grow our presence in the U.S.

Product Concept

The new frozen udon lineup was developed under the concept: **“True Japanese Quality, Ready in Minutes.”**

Built on TableMark’s long-standing expertise in noodle-making and product development, the products were specifically designed around American eating habits and home cooking environments. Each meal is prepared entirely in the microwave, allowing consumers to enjoy a complete Japanese-style meal with minimal preparation.

While prioritizing convenience, the products were carefully developed to recreate the chewy texture, satisfaction, and an authentic eating experience of Japanese udon, allowing consumers to enjoy restaurant-quality udon at home.

Product Lineup

■ Shrimp Tempura Udon

A classic combination of udon and shrimp tempura inspired by traditional Japanese noodle shops. Chewy udon noodles, savory dashi broth, and shrimp tempura come together to recreate the comforting experience of authentic tempura udon in a convenient microwave-ready format.

- Net Weight: 261g
- Cooking Method: Add water to the fill line. Microwave on high for approximately 4 minutes 50 seconds.



■ Teriyaki Udon

Designed as an approachable introduction to Japanese noodle culture through the familiar flavor of teriyaki. The sweet-savory sauce is carefully balanced to complement the udon noodles without overpowering them, creating an accessible yet distinctly Japanese eating experience. Ideal for quick lunches or busy weekday dinners, it allows consumers to incorporate Japanese flavors into everyday meals with ease.

- Net Weight: 305g
- Cooking Method: Microwave on high for approximately 3 minutes 50 seconds.



■ Curry Udon

A modern Japanese noodle dish combining udon with the rich, savory flavor profile of Japanese curry. Unlike traditional curry rice, this Curry Udon offers a uniquely Japanese noodle-based comfort food that blends familiarity with discovery. The sauce was developed to harmonize with the noodles, creating a satisfying eating experience from start to finish. Supervised by the Japanese curry restaurant chain CoCo Ichibanya, it incorporates elements of Japan’s beloved curry culture.

- Net Weight: 304g
- Cooking Method: Microwave on high for approximately 4 minutes 20 seconds.



Summer Fancy Food Show Overview

Dates: June 28–30, 2026

Venue: The Jacob K. Javits Convention Center, New York City

Organizer: Specialty Food Association Official

Website: [Summer Fancy Food Show 2026 | Specialty Food Association](#)

About TableMark Co., Ltd.



Company Name: TableMark Co., Ltd.

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Business: Manufacture and sales of frozen foods and other food products

Corporate Website: <https://www.tablemark.co.jp/english/>

Linkedin: <https://www.linkedin.com/company/tablemark/>

Instagram: https://www.instagram.com/tablemark_udon_us/

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