

Learning at Yanagawa High School Connects with Society

In collaboration with IPPUDO, students take on product development, sales practice, overseas training, and cup-noodle commercialization



Approx. 1400 students attended the kickoff ceremony. The project began as a school-wide initiative.

1400 joined

About This Initiative

Students at Yanagawa High School are working with Chikaranomoto Holdings, operator of IPPUDO, the well-known ramen brand from Fukuoka, to take on real product development. In teams of four to five, students create new menu ideas inspired by Yanagawa and learn business, entrepreneurship, and product development through proposals, presentations, and hands-on sales practice.



IPPUDO ramen

School

Yanagawa High School
Yanagawa, Fukuoka

Partner

Chikaranomoto HD
IPPUDO

Learning Focus

Business / Product
Development / Sales

Learning Moves Into Society

From last year's sales practice to this year's cup-noodle commercialization, learning is moving into the real world.



Last year, students also sold ramen from a food truck - moving beyond ideas to real sales experience.

From Last Year to This Year

Last year, about 70 teams and 300 students participated, and the winning team trained at an IPPUDO restaurant in New York. Building on that experience, this year's program is expected to go beyond in-store offerings and move toward commercialization and sales as an original cup noodle. Students' ideas may enter society as real products.

Points

01

Corporate collaboration is not a special event; it is part of everyday learning at the school.

02

Students think, plan, present, and experience sales by themselves.

03

Students turn local appeal into products and connect it to overseas training, learning both local and global perspectives.

Summary

Yanagawa High School is advancing education that does not end inside the school, but connects with companies, the community, and the world while students take on real challenges. The IPPUDO project is a symbolic example of how high school students can create value for society.

Sources: Summarized and restructured from reports by TNC Television Nishinippon / Yahoo! News and The Mainichi. This is not a reproduction of the original articles.