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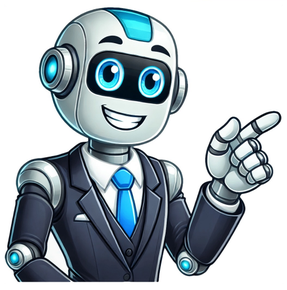

Monster Hunter Wilds is a monster hit for Capcom, with an incredible 1.3 million concurrent players on Steam alone. And amid indie developers saying its launch stopped sales of their games and Palworld developer Pocketpair giving staff the day off to play, it seems Monster Hunter Wilds has caused an unlikely surge in sales of cheese naan.As reported by Automaton, Monster Hunter Wilds' release has caused fans to rush out to Nepalese restaurants to buy cheese naan.But why cheese naan in particular? It's because of one cutscene in the game that revolves around the cooking and eating of cheese naan. It shows it in great detail, complete with steaming hot melted cheese, as the player character and their companions sit down for a meal in Kunafa Village.As you progress through the story in the Windward Plains, your hunter will be invited to a meal in the village of Kunafa, where those who live in the desert reside. These villagers who know nothing of hunting and haven't even seen weapons before treat you to a dish that resembles a freshly baked cheese naan. As you bite into its crispy surface with charred spots, both steam and melted cheese come pouring out. The meal is an unbelievable feast for a hunter from the outside world, making it a scene that shows just how much you're welcomed by these villagers.Automaton translated a number of social media posts from fans who were so inspired by the Monster Hunter Wilds cutscene that they sought out cheese naan in real life. A Nepalese restaurant in Tokyo called Salam Namaste also got in on the fun, tweeting: "Salam Namaste when we get 99 cheese naan orders at midnight."深夜にチーズナン99個注文が入った時のサラムナマステ pic.twitter.com/WA7E2pYlNP— サラムナマステ Salam Namaste Tokyo □□□□ □□□□□□□□○□□ (@salamnamaste01) March 2, 2025 "The cheese naan is too popular," the restaurant added. "Even though I had a lot of cheese, I started to run out so I had to go to the supermarket to buy more. Thank you, Monster Hunter!"In an interview with IGN, Kaname Fujioka, Executive Director and Art Director for Wilds well as the Director of the first Monster Hunter game, explained how Capcom filled this short yet memorable food scene with attention to detail."We spent quite a lot of time coming up with what those villagers eat," Fujioka said. "Since they aren't a hunting people, what could they normally be eating? When we thought about how they get animal-based nutrients, we decided that they must raise livestock and eat dairy-based foods. You're able to get a grain similar to wheat when you go out to a more wide-open part of the map, right? So maybe they make something like naan using that grain. On top of that, we wanted it to be something made from simple ingredients, and not too complicated. We thought that a dish like cheese naan would be simple yet possible to depict in a delicious way, and so we put a good amount of effort into that."So while it may appear to be a casual dining scene, it seems that a lot of labor went into showing this dish similar to one that exists in real life, cheese naan, in a delicious and meaningful way."It's actually incredibly difficult to depict something that's crispy on the surface but springy on the inside using CG," added Fujioka. "We'd been making attempts at the food scene in Kunafa from early on in development, even at the prototype stage, and we just couldn't get it to look the way we wanted. Still, the Wilds development team is incredibly talented, and I was shocked to see them ultimately reach the way it looks in the released version after a lot of trial and error. It really does look tasty..."To help get your Monster Hunter Wilds adventure started, take a look at what Monster Hunter Wilds doesn't tell you, and a guide to all 14 weapon types in the game. We've also got a detailed Monster Hunter Wilds walkthrough in progress, a Monster Hunter Wilds multiplayer guide to explain how to play with friends, and if you've played one of the open betas, here's how to transfer your Monster Hunter Wilds Beta character over.IGN's Monster Hunter Wilds review returned an 8/10. We said: "Monster Hunter Wilds continues to smooth off the rougher corners of the series in smart ways, making for some extremely fun fights but also lacking any real challenge."Wesley is the UK News Editor for IGN. Find him on Twitter at @wyp100. You can reach Wesley at wesley_yinpoole@ign.com or confidentially at wyp100@proton.me. Mmmm, cheese naan. It's comforting, filling, and outrageously delicious. It's also selling out at Japanese restaurants right now, and Monster Hunter Wilds is to blame. Automaton reports that fans of the hit PS5 game have been storming Nepalese restaurants right around the country after seeing a cutscene in the game which depicts the delicacy in obscene detail. モンハンのこのシーンで「チーズナン食べたくなるなあ」と思っていたら、日本中で同じこと思ってる人がたくさんいてホッコリしました（笑）。 pic.twitter.com/uVUSD7kcmT— しもすけ@闘病チャレンジャー (@shimosuke_) March 2, 2025 For those who haven't played the title yet, as you progress through the campaign you'll be invited to a meal in the village of Kunafa, where you'll be treated to a delicious plate of cheese naan. It's here that you're shown the mouth-watering dish in all its glory: thick, creamy melted cheese and beautifully baked naan. Admit it, you want a slice right now, eh?Watch on YouTube Subscribe to Push Square on YouTube159k Well, Japanese players certainly do, as social media is filled with posts from fans who've been ordering their own cheese naans after watching the cutscene. 遅めのランチ美味しかった。モンハンの食事シーンに感化され、今日は絶対チーズナン食べるんやって決意固めに来て、ミッションコンプリート。 pic.twitter.com/EKfvthacYq— Nadia□少しだけ復帰の冒険者❖ (@Nadia002525) March 2, 2025 Incredibly, this wasn't an easy thing for Capcom to pull off. In an interview with IGN, Monster Hunter Wilds' Executive Director and Art Director Kaname Fujioka said it's "incredibly difficult to depict something that's crispy on the surface but springy on the inside using CG". He continued: "We'd been making attempts at the food scene in Kunafa from early on in development, even at the prototype stage, and we just couldn't get it to look the way we wanted. Still, the Wilds development team is incredibly talented, and I was shocked to see them ultimately reach the way it looks in the released version after a lot of trial and error. It really does look tasty." Given the sustained success of Monster Hunter World, we can't say we're shocked that Monster Hunter Wilds is a hit out of the gate. It's already Capcom's fastest-selling game after only a few days, and that popularity is having an unexpected side effect. Apparently Monster Hunter Wilds players in Japan have been very eager to get some cheese naan after their characters ate the dish during the game.Via Automaton, Monster Hunter Wilds players in Japan have been sharing posts on social media about their newfound appreciation for the Nepalese and Indian flatbread with melted cheese stuffed inside. The game itself has plenty of food options for the characters to enjoy, but one of the scenes set in the Kunafa village seems to have set off this craze for cheese naan.Salam Namaste Tokyo, a Nepalese restaurant in Japan, has even shared an amusing video about what happens when an order for 99 cheese naans comes in. During a subsequent post, the restaurant expressed gratitude to Monster Hunter Wilds for the uptick in sales and noted that employees had to run to the supermarket to buy more cheese.Cooking and eating meals are an integral part of Monster Hunter Wilds' gameplay, but don't assume that your character is safe just because they want a bite to eat. Monsters can crash your BBQ, so it's always best to stay on guard.There's a new patch for Monster Hunter Wilds coming to the game today that should fix some of the early bugs that have come up. And Monster Hunter Wilds has already hit the top five for most concurrent players of all time on Steam, peaking at over 1.3 million. Monster Hunter Wilds is making gamers hungry—not for the sport's finest weapons or armor, however for cheese. Early on in Capcom's new motion RPG, your characters sit down for a meal in Kunafa Village, which produces scrumptious cheese, places that cheese on bread, and toasts it. The dish appears just like Nepali-Japanese cheese naan, and Monster Hunter's rendering of the gooey meals has apparently impressed an uptick in gross sales of the true factor. モンハンのこのシーンで「チーズナン食べたくなるなあ」と思っていたら、日本中で同じこと思ってる人がたくさんいてホッコリしました（笑）。 pic.twitter.com/uVUSD7kcmTMarch 2, 2025 The sight of Monster Hunter's scrumptious tacky bread was an excessive amount of for some Japanese players, who took to social media to share their want and love for the staple of Nepali eating places in Japan, as documented by Automaton Media. There are quite a lot of posts on the market from Wilds' launch weekend of gamers sharing their tacky lunches and immediately referencing the sport. A Nepalese meals restaurant in Tokyo appears to be having fun with this Monster Hunter-inspired cheese naan craze. The restaurant, Salam Namaste Tokyo, shared the 99 Bacon Double Quarter Pounders video (by which quick meals staff react to an enormous order simply earlier than closing) to counsel it is seen a deluge of cheese naan requests. 深夜にチーズナン99個注文が入った時のサラムナマステ pic.twitter.com/WA7E2pYlNPMarch 2, 2025 The restaurant later thanked Capcom for releasing a recreation that boosted their gross sales so totally. In reality, they're having a cheese naan competition this weekend to rejoice. (If you attend this cheese naan competition, please inform us all about it.) Although PC efficiency points have been an enormous drawback, PC Gamer awarded Monster Hunter Wilds a robust 85% overview rating late final month, with reviewer Lincoln Carpenter calling it "an motion recreation in a category with out contenders." Keep updated with a very powerful tales and one of the best offers, as picked by the PC Gamer staff. "Wilds alerts a brand new period for Monster Hunter, one which pares down something that stands in the best way of diving into battle with creatures 10 occasions your measurement. It's a powerful reinvention," he mentioned. "If there is a phrase for Wilds, it is streamlined." One Monster Hunter Wilds dish has massively boosted sales for one restaurant in Japan, hilariously even making them run out of cheese. It's hard to imagine a Monster Hunter game without its hearty meals. After all, when you're about to fight off some massive spider or the deadly Gore Magala, you're better off going with your stomach full and having a decent buff. Food in this game is also showcased in different cutscenes. From the mouth-watering steak and egg yolk to the pizza, Capcom definitely knows how to tempt players and make them hungry.Article continues after ad But out of all these dishes, there's one that stands out the most – and that's none other than the cheese naan, which has reportedly led many players to go out of their way to eat them in real life, too. Japanese restaurant sales skyrocket thanks to Monster Hunter Wilds' cheese naan First spotted by Automaton, it appears that there's now a cheese naan craze caused by Monster Hunter Wilds. Many players in Japan are craving the fluffy bread stuffed with melting cheese. The reason for this is quite simple.Article continues after ad There's a scene in the game in the Kunafa village where the cheese naan is shown. Now, if you haven't eaten anything, then you'd most likely be hungry just from watching this scene. The way it was showcased was just so tantalizing, with steam and melting cheese pouring out; it's no wonder that suddenly, people are craving this delight. Following this, a Nepalese restaurant named Salam Namaste jokingly posted a clip in TikTok, writing: "Salam Namaste when we get 99 cheese naan orders at midnight." Article continues after ad Shortly afterwards, however, they posted another update, saying they were thankful to Capcom for increasing their sales. "The cheese naan is too popular," they wrote. "Even though I had a lot of cheese, I started to run out, so I had to go to the supermarket to buy more. Thank you, Monster Hunter!" (Image credit: Capcom) Monster Hunter Wilds is making players hungry—not for the game's best weapons or armor, but for cheese.Early on in Capcom's new action RPG, your characters sit down for a meal in Kunafa Village, which produces delicious cheese, puts that cheese on bread, and toasts it. The dish looks similar to Nepali-Japanese cheese naan, and Monster Hunter's rendering of the gooey food has apparently inspired an uptick in sales of the real thing.モンハンのこのシーンで「チーズナン食べたくなるなあ」と思っていたら、日本中で同じこと思ってる人がたくさんいてホッコリしました（笑）。 pic.twitter.com/uVUSD7kcmTMarch 2, 2025The sight of Monster Hunter's delicious cheesy bread was too much for some Japanese gamers, who took to social media to share their desire and love for the staple of Nepali restaurants in Japan, as documented by Automaton Media. Related Articles There are more than a few posts out there from Wilds' launch weekend of players sharing their cheesy lunches and directly referencing the game.A Nepalese food restaurant in Tokyo seems to be enjoying this Monster Hunter-inspired cheese naan craze. The restaurant, Salam Namaste Tokyo, shared the 99 Bacon Double Quarter Pounders video (in which fast food workers react to a huge order just before closing) to suggest it's seen a deluge of cheese naan requests.深夜にチーズナン99個注文が入った時のサラムナマステ pic.twitter.com/WA7E2pYlNPMarch 2, 2025The restaurant later thanked Capcom for releasing a game that boosted their sales so thoroughly. In fact, they're having a cheese naan festival this weekend to celebrate. (If you attend this cheese naan festival, please tell us all about it.)Although PC performance issues have been a big problem, PC Gamer awarded Monster Hunter Wilds a strong 85% review score late last month, with reviewer Lincoln Carpenter calling it "an action game in a class without contenders."Keep up to date with the most important stories and the best deals, as picked by the PC Gamer team."Wilds signals a new era for Monster Hunter, one that pares down anything that stands in the way of diving into battle with creatures 10 times your size. It's an impressive reinvention," he said. "If there's a word for Wilds, it's streamlined." An unexpected side effect of Monster Hunter Wilds immense popularity is a burgeoning love affair with cheese naan among Japanese gamers. A single in-game sequence showcasing sumptuous food has transformed into a nationwide trend, driving fans to explore Nepalese cuisine. The buzz began with a memorable scene set in the virtual village of Kunaafa, where characters indulge in a communal feast featuring dishes reminiscent of cheese naan. Unlike traditional naan, this version showcases cheese placed on top, creating an irresistible visual appeal. Gamers, captivated by the imagery, took it upon themselves to replicate the experience in real life, leading to a spike in visits to Nepalese and Indian eateries specializing in this cheesy treat. Social platforms soon overflowed with user-generated content celebrating these culinary adventures. Image: steamcommunity.com In Japan, cheese naan is a beloved offering at Nepalese and Indian establishments. Recently, the dish gained unprecedented attention as gamers flocked to restaurants inspired by the game. For instance, Salam Namaste, a popular eatery in Tokyo, reported a dramatic rise in cheese naan orders. They capitalized on the trend with lighthearted humor, "When You Order 99 Cheese Naans." Restaurant staff credited Capcom for the unexpected windfall, acknowledging the need to scale up production to accommodate the newfound enthusiasm for this cheesy delight. Main image: steamcommunity.com One of the most popular dishes from Monster Hunter Wilds has had an unexpected real-world impact, boosting sales for a Japanese restaurant to the point where they ran out of cheese. Monster Hunter games are known for their hearty meals, which are often a key part of the gameplay. These meals not only keep players energized but also provide buffs to help them fight dangerous monsters. Throughout the game, food is often showcased in scenes, making it hard not to feel hungry after seeing dishes like steak, egg yolk, and pizza. However, there's one dish that's been standing out recently — the cheese naan. This particular food has become so popular that players have started seeking it out in real life, especially after it appeared in a specific scene in Monster Hunter Wilds. The cheese naan first caught attention in the game's Kunafa village, where a cutscene features the dish with cheese melting out as steam rises from the warm bread. The scene is so tantalizing that it has left many players craving it in real life. A Nepalese restaurant called Salam Namaste, located in Japan, even took to TikTok to jokingly mention how they were receiving a surge of orders for cheese naan at midnight. But it wasn't long before the restaurant posted a more serious update, thanking Monster Hunter for the unexpected business boost. "The cheese naan is too popular," they wrote. "Even though I had a lot of cheese, I started to run out, so I had to go to the supermarket to buy more. Thank you, Monster Hunter!" This light-hearted yet hilarious situation highlights just how much impact Monster Hunter Wilds can have outside of the gaming world, influencing real-life food trends and boosting sales for local businesses. The cheese naan craze has certainly made waves, and it looks like it's here to stay, thanks to the appetites of hungry gamers as they notoriously proved online:

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