

inspiration of Japan

Renewal of ANA's 'Inspiration of Japan' In-Flight Service on Long-haul International Flights

TOKYO February 25, 2011 – ANA, Japan's leading airline, is revamping its in-flight service on international flights based on the brand concept of "Inspiration of Japan" from March 1, 2011,

Business Class on flights to U.S. and Europe from Japan will enjoy a new menu created to convey the heart of Japanese and service, making full use of seasonal ingredients to capture the essence of the four seasons. On flights out of Japan, the Japanese meal will be based around delicious Japanese fish cuisine, and a Western menu of Japanese beef served alongside freshly baked bread from the ANA bakery. Items from the Japanese menu can also be served in combination with the Western menu, with passengers also able to enjoy freshly steamed rice. Previously on the menu, ANA's original parfait has proved extremely popular with passengers and as a result it has been re-introduced to the menu. The parfait will feature seasonal fruits, carefully arranged and served in the glass by cabin attendants on board.

In First Class, a new range of *Thann* brand amenities are being introduced. Thann-Oryza Co. Ltd., based in Thailand, manufactures natural skin care and hair care products developed using dermatological science and aromatherapy techniques. ANA passengers will be able to relax onboard using skin care products that make use of a range of natural vegetable essences including those from rice and perilla.

In Economy Class, Western menu options will be added to the original Japanese menu line-up of 'donburi' (bowl meals), 'teishoku' (set-meals), and 'bento' (box meals), with ice cream served as a dessert.

Passengers will be able to enjoy the very best of Japanese service, based on the brand concept "Inspiration of Japan," throughout ANA's passenger lounges, in-flight catering and other services.



Western meal

Japanese meal



Bread



Freshly steamed rice



Parfait specially created for ANA



Thann brand amenities

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About ANA Group

All Nippon Airways is the eighth largest airline in the world by revenues and the largest in Japan by passenger numbers. Founded in 1952, it flies today to 76 domestic and international cities in a fleet of 228 aircraft serving a network of 164 routes. ANA has 33,000 employees and operates more than 1,000 flights a day. In 2009, it carried 44 million passengers and generated revenues of \$13.7bn. ANA has been a core member of Star Alliance since 1999 and more than 20 million members belong to its Frequent Flyer Program (ANA Mileage Club). ANA is the launch customer for the world's newest and most advanced passenger aircraft, the Boeing 787 Dreamliner.