

## ANA and Pierre Hermé Paris bring Haute Patisserie to the skies

PIERRE HERMÉ  
PARIS

**TOKYO April 26, 2012** – ANA has enlisted Pierre Hermé Paris, the internationally renowned and award-winning pâtissier, to create a new and exclusive range of in-flight desserts for the enjoyment of international First Class customers from June 2012 and Business Class customers from September 2012.

Pierre Hermé Paris, the creator of Haute Patisserie, has designed three specially-made desserts for ANA which will give customers a taste of the world's very best patisseries. The full range of desserts will also be available for a limited period of time at Bar Chocolat of the Aoyama boutique, Pierre Hermé Paris' flagship store in Japan.

Tetsuo Fukuda, Senior Vice President CS & Products Services said “ANA collaborate with a number of distinguished chefs to bring an enhanced culinary experience to our customers flying with ANA. This time, we are delighted to welcome Mr. Hermé and his exceptional creativity to our desert menu. I hope that our customers will enjoy the exquisite treats served in the sky.”

ANA looks forward to welcoming customers aboard and offering them the chance to enjoy a moment of bliss and a new discovery with Pierre Hermé Paris' imaginative creations.

### Message by Pierre Hermé

I have especially designed Haute-Patisserie creations for the passengers of All Nippon Airways. I hope these will fly you across a universe of flavours, sensations and pleasures for the time of your journey.



*Mixed compote of raw and stewed fruits poached in Sarawak pepper syrup, cream cheese sherbet, sacristan (flaky biscuit shaped as a twisted stick)*

*The freshness of these red fruits enhanced by a hint of Sarawak pepper contrasts with the silky smoothness of the sherbet.*



*Matcha green tea custard, chestnut cream, chestnuts pan-fried with pepper and vanilla, passion fruit jelly, passion fruit flavoured biscuit.*

*The subtly smoked flavour of chestnuts seasoned by the passion fruit offers an ideal counterpoint to the fine chlorophyll undertones of green tea.*



*Warm chocolate "Yu" Tart with bittersweet chocolate ganache and stewed apples seasoned with Yuzu, chocolate sherbet, black chocolate sauce*

*The contrast of temperatures flirts with the potent flavour of bitter dark chocolate which is further held in suspension by the subtle fruity note.*

### **About Pierre Hermé**

One of the most prominent pastry chefs of the 21st century. Heir to four generations of Alsatian bakery and pastry-making tradition, Pierre Hermé began his career at the age of 14 as an apprentice to Gaston Lenôtre. His creativity and technical prowess soon singled him out to become a master of his Art. But also, his keenness to share his "haute pâtisserie" know-how has earned him the respect and esteem of the whole profession. Across the whole world, he is admired by gourmet connoisseurs and Vogue magazine went so far as calling him the "Picasso of pastry". Pierre Hermé was appointed Chevalier de l'Ordre national de la Légion d'Honneur in 2007. Besides, he is Vice-President of the Relais Desserts International, a trade association which groups all the greatest names of pastry-making. In 1998 the brand Pierre Hermé Paris® was launched with a first store in the New Otani Hotel, in Tokyo's Akasaka district, and the first Paris store opened rue Bonaparte in 2001. Member of Comité Colbert, the French luxury brand association, Pierre Hermé Paris® is now present in Paris, Strasbourg, Nantes, London, Dubai, Tokyo, Osaka and Kobe.



## **About ANA Group**

All Nippon Airways (ANA) is the ninth largest airline in the world by revenues and the largest in Japan by passenger numbers. Founded in 1952, it flies today to 78 domestic and international cities in a fleet of 228 aircraft serving a network of 163 routes. ANA has 33,000 employees and operates about 1,000 flights a day. In 2010, it carried 43 million passengers and generated revenues of \$16bn. 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.

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