

ANA to serve Japanese Sake, Shochu, and Awamori in airport lounges

- ◆ **Introduction of “Kokushu” produced in each of Japan’s 47 prefectures**
- ◆ **Collaboration between Japan Sake and Shochu Makers Association and ANA**
- ◆ **Part of ANA’s campaign to promote Japan’s hidden regional gems to domestic and international tourists and increase travelers to Japan**

TOKYO November 25th, 2013 - In cooperation with Japan Sake and Shochu Makers Association, ANA will serve Japanese produced “Kokushu” at special booths in ANA lounges at Haneda, Narita, and Kansai Airports. “Kokushu” is a term used to describe the authentic alcoholic drinks of Japan: sake, shochu, and awamori.

Kokushu will be served from December 2013 until February 2018 as part of a long-term collaboration. ANA lounges will serve Kokushu from a different prefecture every three months, covering the local liquors of all 47 prefectures over the 4 year period. Each Kokushu booth will have a screen displaying special images and information on Kokushu to introduce the concept to international travelers.

Shigeyuki Shinohara, Chairman of Japan Sake and Shochu Makers Association commented, “I am very grateful for the opportunity to promote Kokushu to international customers and allow them to enjoy these traditional Japanese beverages in a relaxed manner.”

Osamu Shinobe, President and CEO of ANA commented, “ANA has implemented various campaigns to promote Japanese culture, traditions and values to international passengers as part of our ambition to provide a bridge between Japan and the rest of the world. I am delighted to be collaborating with Japan Sake and Shochu Makers Association on this exciting project.”

ANA will continue to promote interesting and attractive aspects of Japan around the world in its role as the leading airline in Japan.

[Lounges with the Japanese liquor booth]

- Haneda Airport (Domestic Terminal)
- Haneda Airport (International Terminal)
- Narita Airport (International Terminal)
- Kansai Airport (International Terminal)

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ANA Public Relations

All Nippon Airways (ANA) is the eighth largest airline in the world by revenues (2011) and the largest in Japan by passenger numbers (2012). Founded in 1952, ANA flies today to 31 international destinations and 50 domestic cities with a fleet of 232 aircraft serving a network of 175 routes. ANA has 14,000 employees. In 2012, it carried 45 million passengers and generated revenues of \$15.8 bn. ANA has been a core member of Star Alliance since 1999 and has joint-ventures with United Airlines on trans-Pacific and Asia routes and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. Its Frequent Flyer Program, ANA Mileage Club, has more than 24 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazines, and was awarded five stars by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.