



Hakata Ippudo Miso Ramen Noodles Now Offered on ANA's International Flights

ANA and Hakata Ippudo - "Full Flavor Daichi", a Miso Ramen Product
Service to be expanded to include routes to Singapore, Bangkok and Jakarta

TOKYO, July 25, 2014 – ANA together with the company "Chikara no Moto", which runs the Hakata Ippudo brand, have jointly developed "Full Flavor Daichi" ramen, a miso-based noodle dish which will be available on international routes from September 2014 (North American routes and Jakarta route)

Since June 2013, ANA has been offering ramen to passengers as a light meal for first-class and business class on international flights (soy sauce flavor for North American routes and pork cutlet flavor for European routes), and the snacks have been well received by our customers.

In the second year of this project, ANA and Chikara no Moto took up the challenge of jointly developing Full Flavor "Daichi ramen noodles". No meat is used in producing these noodles. Instead, soybeans are used to create a topping with the texture and flavor of meat, making the ramen even healthier. The noodles used in the dish are also unique, as they are cut into flat strips.

On European flights, ANA will also offer "Soraton", pork flavored noodles, one of Ippudo's most popular products.

Having received numerous requests from customers to provide these noodles on an increasing number of routes, we have decided to introduce Ippudo noodles from September on flights to Singapore, Bangkok and Jakarta, since the number of requests from customers on these routes was particularly high. On flights to Singapore and Bangkok, we will be offering Hakata Ippudo's Soraton noodles, probably the company's most famous product. On flights to Jakarta we will be offering Miso Daichi, a miso-based ramen that can also be enjoyed by passengers who prefer to avoid meat.

* On flights to North America, Hakata Ippudo's soy sauce-based ramen "Furusato" will be served until August 2014.

Hakata Ippudo is helping lead growth in popularity of ramen around the world, actively promoting its brand overseas, and featuring repeatedly in gourmet reviews such as **Zagat New York*. We hope you enjoy these delicious dishes produced specifically for ANA flights.

Tonkotsu Pork Broth "Soratou"

~Enjoy the combination of lusciously thick broth, extra-thin noodles and fragrant oil~



Available Routes:

Narita/Haneda = Europe, Bangkok, Singapore

Narita/Haneda to North America (except Honolulu)

Rich-tasting Miso "Daichi"

~Savor the depth and richness of the nostalgic miso flavor~



Available Routes:

North America (except Honolulu) to Narita/Haneda

Narita/Haneda = Jakarta

Contact: Ryosei Nomura and Maho Ito, ANA Public Relations, TEL +81-3-6735-1111

About ANA:

All Nippon Airways (ANA) is the eighth largest airline in the world by revenues (2012) and the largest in Japan by passenger numbers (2012). Founded in 1952, ANA flies today on 54 international routes and 111 domestic routes with a fleet of 236 aircraft. 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 26 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazine, and was awarded five stars in 2013 and 2014 by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.