

## **ANA to launch FY2014 In-Flight Meal “General Election for International Flights”**

- Extends the popular in-flight meal voting system
- Customers can now vote via Twitter, in addition to Facebook
- Cutlets and Curry, Hamburgers and a Rice Ball Boxed Lunch are listed as new candidates

**TOKYO, July 25, 2014** – ANA is extending its in-flight meal “general elections” for another year, following the overwhelmingly positive reaction to last year’s vote. Customers will be able to vote for their favorite in-flight meals for economy class international flights departing from Japan via SNS. The new meals will be introduced between December 2014 and November 2015. In addition to voting for their preferred meals via Facebook, ANA has now extended the scheme to allow fans to select their favorite dishes via Twitter. ANA is the only Japanese airline that allows customers to select in-flight meals through SNS.

The new meal options for this year’s election have been created by ANA’s chefs working under The Connoisseurs\* brand. They reflect both the feedback from last year’s in-flight meal general election and broader feedback from ANA’s social media fan pages.

A number of new dishes will join the lineup for selection this year. The first is a Western-style cutlets and curry dish which originated in Japan but is very popular overseas. The second is a rice ball boxed lunch, one of the most typical boxed lunches available in Japan. A hamburger has also been added to the list following social media feedback. Popular choices from last year, including a Japanese-style curry, will also be available for selection.

ANA is the only Japanese airline to receive a maximum 5-Star SKYTRAX rating for two consecutive years and is committed to continually improving its levels of customer service. As part of this, ANA incorporates valuable customer feedback, such as the in-flight meal general elections, in order to adapt to its passenger needs and achieve its objective of becoming “the world’s leading airline group”.

**\*The Connoisseurs**

The Connoisseurs team is comprised of famous chefs as well as liqueur and coffee professionals in addition to chefs from ANA's own team. The Connoisseurs produce food and drink for passengers on international flights departing Japan and for passengers in Premium Class on certain domestic flights.

**In-Flight Menu General Election Project Summary**

**(1) Planned voting period**

Japanese dishes: August 1 2014 (Friday) 07:30 through August 5 (Tuesday) 23:59

Western dishes: August 8 2014 (Friday) 07:30 through August 12 (Tuesday) 23:59

\*Times shown in JS T

**(2) Voting method**

The vote is open to anyone with one of the following social media accounts

Facebook (Japan, Japanese)

Facebook (Global, English)

Facebook (Hong Kong, traditional characters)

Facebook (Global, Taiwanese traditional characters)

Sina Weibo (simplified Chinese character)

Twitter (Japan, Japanese)

Twitter (global, English)

**(3) Announcement of results**

Japanese dishes: August 6, 2014

Western dishes: August 13, 2014

**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.

# THE CONNOISSEURS

## 1) Japanese Style (6 Menus)



Chicken leg and minced meat  
in Yakitori soy sauce on rice



Bento box with rice balls



Pork and creamy scrambled  
eggs on rice



Simmered mackerel in  
miso sauce and rice



Braised yellowtail on rice



Japanese-style curry rice and  
stew oden with various ingredients

## 2) International Style (6 Menus)



Fried pork cutlet curry and rice



Cheese hamburger steak with rice



Seafood doria in creamy white sauce



Chef's special vegetable mabo-tofu  
and rice with sansho-pepper



Korean-style beef and vegetables  
on rice with a half-boiled egg



Whitefish in tomato sauce with rice