

ANA sponsors 'Japan Pavilion' at Expo Milano 2015 food exhibition

Promoting international tourism to Japan and the traditional Japanese cuisine 'washoku'
Launching new content on the 'IS JAPAN COOL?' website to support the event

TOKYO, March 27, 2015 - In line with ANA's strategy to promote international tourism to Japan, ANA will sponsor the 'Japan Pavilion' at Expo Milano 2015, from May until October.

Expo Milano 2015 will focus on global food and nutrition with the theme of 'Feeding the Planet, Energy for Life'. The Expo will look at the relationship between food and culture, food innovation and technology as well as considering how food can improve wellness and impact lifestyle.

The 'Japan Pavilion' will showcase various aspects of traditional Japanese cuisine, known as 'washoku', including agriculture, fisheries and forestry industries, as well as some of the skills and techniques involved in food preparation and cookery.

In conjunction with Expo Milano 2015, ANA will also launch new content on the theme of 'washoku' on its 'IS JAPAN COOL?' website* from March 24. The website, launched in 2012, is designed to promote Japanese culture and encourage tourism to Japan. The website will introduce a wide range of Japanese cuisine, including everything from well-known dishes such as sushi, ramen noodles, sukiyaki and wasabi (Japanese horseradish), through to lesser known ingredients, seasonings and condiments such as katsuo-bushi (dried bonito fish flakes) and Japanese vinegar. The washoku series will also cover whisky made in Japan.

The 'IS JAPAN COOL?' show, created by ANA, will also be shown on in-flight entertainment systems on international flights throughout the year. During April and May the show will feature tempura (battered vegetables and seafood), oden (a hot broth containing various ingredients) and Japanese vinegar. The show will introduce viewers to new tastes as well as explaining the care and skill involved in the creation of 'washoku' and the history of the cuisine.

As an airline linking Japan with the rest of the world, ANA is committed to continually promoting Japan as an exciting, unique and vibrant travel destination for international tourists.

<Expo Milano 2015>



<IS JAPAN COOL? website>



***About 'IS JAPAN COOL?'** <http://www.ana-cooljapan.com/>

The 'IS JAPAN COOL?' website, launched in 2012, is designed to promote Japanese culture and encourage tourism to Japan. The website includes 'Features' which introduce various aspects of Japan's unique culture, combining ancient and modern aspects, 'Destinations' which focus on the appeal of Japan's various prefectures, and 'Columns' where foreign visitors to Japan present their views and opinions on everyday Japanese life. Since its launch, the website has received more than 2.5 million visits and 'IS JAPAN COOL?' videos have been viewed on a popular video-sharing site more than 1.5 million times.

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About ANA

All Nippon Airways (ANA) is the 13th largest airline in the world by revenues (2013) and the largest airline in Japan by revenues and passenger numbers. Founded in 1952, ANA today flies on 72 international routes and 113 domestic routes with a fleet of about 240 aircraft. ANA Group has 33,000 employees. In 2013, it carried 46 million passengers and generated revenues of 1.6 trillion Japanese yen. ANA has been a 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, 2014 and 2015 by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.