

## 'Tastes of JAPAN' by ANA

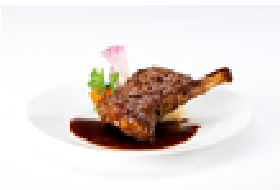
### Featuring Aomori, Kyoto and Saga Prefectures



**TOKYO, February 10, 2016** - In September 2013, ANA Group launched its 'Tastes of JAPAN' campaign. This project, which introduces regional beverages and cuisine to ANA flights, airport lounges and other services, is designed to raise the profile of Japan's lesser-known prefectures, particularly to overseas customers, and drive tourism to Japan. The project is also intended to stimulate local economies, in part by boosting consumption of regional agricultural products.

The eleventh phase of the project will introduce ANA customers to products from Aomori, Kyoto and Saga prefectures between March and May 2016. This will include:

#### Aomori



In First Class, we will be serving "O-irase garlic pork spareribs in Tianmianjiang sauce(sweet bean sauce)". O-irase garlic pork is specially flavored pork produced on a diet of garlic from Aomori Prefecture. The pork is soaked in a slightly sweet Tianmianjiang sauce before roasting. In First class, we will also be serving the "Seiten no Hekireki (Bolt from the Blue)", the first brand of rice from Aomori Prefecture to be awarded the top-class Special-A rating. The rice has a subtle sweetness, large grains and can be cooked to provide a well-balanced texture.

#### Kyoto



In ANA SUITE LOUNGE at Narita and Haneda Airports, passengers can enjoy "Panna cotta made with special milk from Kyoto". This panna cotta emphasizes the true flavors of milk and is cooked in a way that ensures nutrients are not lost. In Business class, the menu includes "Marinated prawns with pickled sliced turnip and duck with apricot pâté". The marinated prawn, which is flavored with horseradish, is complemented by the pickled sliced turnip from Kyoto, a true Japanese taste.

#### Saga



In Business class, we will be providing "Local Cuisine Saga". As the main dish, we have selected Japanese seerfish caught in Saga Prefecture. The white fish is grilled with care and served with a delicious helping of ten grain rice miso. The variety of rice used, "Tenshi no Uta (An Angels Poem)" also comes from Saga. From May, at "DINING h" inside ANA SUITE LOUNGE at Haneda Airport we will serve "Roasted Kuroge Wagyu (Japanese Black Beef) steak from Saga Prefecture". The steak can be cooked to your tastes, and enjoyed with gourmet sea salt, a Japanese-style sauce, and other condiments.

### **Airport Lounges: Japanese Sake Corner**

As part of the project, ANA customers are able to sample Japanese sake and shochu, the 'Kokushu' or national spirits of Japan, at ANA airport lounges in Haneda, Narita and Kansai Airports.

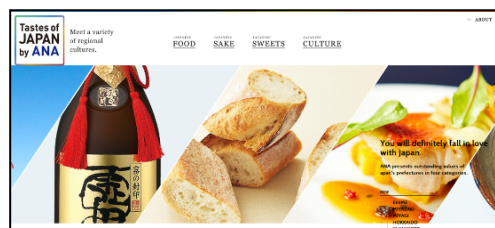
### **'Tastes of Japan' website**

Information on the featured prefectures is available on our dedicated web site in English and other languages:

<http://ana-tastesofjapan.com>

<http://ana-tastesofjapan.com/ch1/>

<http://ana-tastesofjapan.com/ch2/>



ANA Group operates Japan's only 5-star rated airline with Japan's largest domestic network and an expanding network of international routes. It will continue to implement various initiatives to promote the culture and heritage of Japan and serve as a bridge between Japan and the rest of the world.

### **Notes to Editors**

'Tastes of JAPAN' by ANA features different prefectures in 3-month cycles. The project introduces food, drinks, and desserts to customers through ANA services, the website and other channels.

Prefectures previously featured by the 'Tastes of JAPAN' project are ; Kumamoto, Hokkaido, Miyagi, Ehime, Miyazaki, Shizuoka, Hiroshima, Nagasaki, Ishikawa, Okayama, Oita, Yamagata, Kagawa, Yamaguchi, Fukushima, Osaka, Tottori, Toyama, Nara, Fukuoka, Niigata, Kanagawa, Shiga, Aichi, Gifu and Mie.

**Contact:** Ryosei Nomura and Maho Ito, ANA Corporate Communications TEL +81-3-6735-1111

### **About ANA**

All Nippon Airways (ANA) is the largest airline in Japan by revenues and passenger numbers. Founded in 1952, ANA flies today on 73 international routes and 117 domestic routes. The ANA group has 35,000 employees and a fleet of 245 aircraft. In FY2014, it carried 50.4 million passengers and generated revenues of 1.71 trillion Japanese yen. ANA offers trans-Pacific connections between Asia through the gateway of Japan and 11 North American destinations namely; New York, Washington D.C, Chicago, Los Angeles, San Francisco, San Jose, Seattle, Houston, Vancouver, and Honolulu. 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 in 2015 was awarded five stars for the third consecutive year by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.