



Popular [AIR KUMAMON] with New Package onboard JAL International Flights

TOKYO May 22, 2014: Japan Airlines (JAL) will serve [AIR KUMAMON], the 13th installment of the popular [AIR SERIES] in-flight meal service for Premium Economy and Economy Class on select North American and European routes starting June 1, 2014.

[AIR KUMAMON] is the 13th of AIR Series - JAL's popular in-flight meal service project, which is the second time of collaboration between JAL and Kumamoto Prefecture in AIR Series.*1

*1. For details of the press release about the first collaboration with Kumamoto Prefecture, please refer to:

<http://press.jal.co.jp/en/release/201305/002524.html>

[AIR KUMAMON] using the new package design of [KUMAMON] is one of the most popular local mascots in Japan, and it is from Kumamoto Prefecture located in center of Kyushu.

The main dish, [TAIPIEN]*2 is very well-liked local cuisine supervised by Chef Hayama from [Kourantei], an old Chinese restaurant in Kumamoto city.

JAL will challenge to bring passengers a unique and completely refreshing onboard experience through more delectable meal choices.

*2. [TAIPIEN] is vermicelli in soup with vegetables and many other fresh ingredients which is the representative cuisine in Kumamoto Prefecture Japan.



Japan Airlines is an airline founded in Japan. We take pride in extending to our customers the gracious hospitality that JAL is known for.

The destinations of AIR KUMAMON are London, Paris, Frankfurt, Helsinki, Los Angeles, San Diego, Chicago, New York and Boston.



AIR KUMAMON

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【Outline of the New Meal Service】

(1) **Effective Period:** June 1 ~ August 31, 2014

(2) **Applicable Routes:** From Narita to New York, Boston, Chicago, Los Angeles,
San Diego, Paris, Frankfurt, Helsinki
From Haneda to Paris and London

(3) **Applicable Classes:** Premium Economy and Economy Class, served as a second meal service

(4) The Features of [AIR KUMAMON]

●Delicious Cuisine [TAIPIEN]

The selected meal is from [Kourantei], old Chinese restaurant. The vermicelli is made from mung beans leading to a very good taste and the flavor of soup presents beautiful balance of pork and chicken.

●Enjoy your meal in a special way

Passengers are able to put grilled rice ball into the soup and enjoy the meal in the other way after having eaten vermicelli. It is absolutely JAL original flavor.

●KUMAMON custard cake

KUMAMON custard cake is one of the most favorite desserts made by [Kumamoto Kabo], a famous sweet company in Kumamoto Prefecture, Japan.

● Package design

The meal box, tray mat and the leaflet are specially designed by using the image of [KUMAMON] from Kumamoto Prefecture which is one of the most popular local mascots in Japan. They are designed only for JAL by Mr. Manabu Mizuno who created the design of [KUMAMON]. Additionally, JAL will provide 6 different special tray mats. Passengers now have something to look forward to which KUMAMON they can meet in the cabin.

Also, JAL will provide special tray mat for child meal during the summer holiday from July to August, 2014.



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