



JAL to Serve AIR MISDO in Celebration of New Boston Route Next Month

TOKYO March 21, 2012: In celebration of its new Boston route to be launched on April 22, 2012, Japan Airlines (JAL) has collaborated with Duskin Co., Ltd, to create AIR MISDO - a JAL Original version of doughnuts from the popular Mister Donut franchise.



The Mister Donut brand originated from Boston where it began humble operations in 1955. Today, it has expanded to become the largest doughnut franchise chain in Japan with more than 1,300 outlets and with stores throughout Asia like in Taiwan, China and Philippines. To commemorate the start of direct flights to Boston - also the birthplace of Mister Donut, JAL will serve exclusively on this flight, the AIR MISDO set which includes a chocolate-coated cinnamon ring and a maple-flavored ring of classic Mister Donut doughnuts, alongside a bowl of Boston's signature clam chowder.



Additionally, just for customers on this route, JAL is bringing back Mister Donut's popular [Boston 1955] – a delectable snack of ice cream sandwiched between chocolate chip cookies. [Boston 1955] was sold until 2003 and no longer available in stores.

[Boston 1955] will be served as dessert for the first meal service shortly after departure while AIR MISDO will be served during the second meal service, for economy class customers onboard the nonstop flights from Tokyo (Narita) to Boston from the launch to the end of June, 2012. Both will also be available to Executive Class customers anytime during the flight as part of the “Anytime You Wish” service during this period.

AIR MISDO is a fourth installation in a series of tie ups with well-known food chains to present customers a refreshing line-up of in-flight meals. Going forward, JAL will continue striving to bring customers more delight in meal choices, hospitable services, and an enhanced onboard experience based on the principles of [Tradition], [Innovation] and the [Heart of Japan].

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