



Japan Airlines Introduces “AIR YOSHINOYA” on Select Routes

~ The 10th installment of AIR Series will be served on select Europe and North America routes ~

TOKYO August 27, 2013: Japan Airlines (JAL) is in collaboration with Yoshinoya Holdings (Yoshinoya), the popular restaurant chain of Japanese beef bowl, to introduce improved “AIR YOSHINOYA” – JAL original version of Japanese beef bowl on select Europe and North America routes from September 1, 2013.

“AIR YOSHINOYA” is the 10th installment of AIR Series - JAL’s popular in-flight meal service and it is the second time of collaboration between JAL and Yoshinoya in AIR Series.*

*For details of the press release about the first collaboration with Yoshinoya, please refer to:

<http://press.jal.co.jp/en/release/201203/002050.html>

Beef, rice and onion etc. have been fine selected and they are the most suitable for making a Japanese beef bowl. A special box is designed for “AIR YOSHINOYA”. A removable tray for stewed beef is inserted in this special box and steamed rice is in the bottom of the box. The rice and beef can be enjoyed together or separately. Additionally, “AIR YOSHINOYA” is served with much sauce considering the lower humidity in the cabin so that customers can taste the Japanese beef bowl just like YOSHINOYA’s.



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

Outline of “AIR YOSHINOYA”

1. Effective Period: September 1, 2013 ~ November 30, 2013
2. Applicable Routes: From Tokyo(Narita) to Los Angeles, San Diego, Chicago, Boston, New York, London, Frankfurt, Paris and Helsinki
3. Applicable Class: Premium Economy and Economy Class(Served as a second meal before arrival)

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