



新 JAPAN PROJECT

Japan Airlines Supports the Promotion of Kyusyu Honkaku Shochu

~ Selected Kyusyu Honkaku Shochu from Miyazaki to be served ~

Tokyo June 6, 2016: As one initiative in JAL NEW·JAPAN PROJECT(*1), Japan Airlines (JAL) launched a campaign to promote “Kyusyu Honkaku Shochu” (Japanese distilled Liquor) to the world, starting March 2016. JAL is promoting Shochu from Miyazaki Prefecture (*2) as the first installment.

JAL recently made a selection among 54 products of 19 makers, and decided three each for the grand prize and the second prize to provide them in JAL international Lounges at Tokyo’s Haneda and Narita international Airports.

Grand prize products, served in JAL international First Class Lounge:

- 1.AOKAGE (YANAGITA SHUZO Co., LTD.)
- 2.KUROUMA Aged (KAGURA SHUZO CO., LTD.)
- 3.OSUZUYAMA YAMANEKO (OSUZUYAMA DISTILLERY)

Second prize products, served in JAL international Sakura Lounge:

1. NAINA (AKASHI SHUZO CO., LTD.)
- 2.TOJI-JUNPEI Hand-crafted Alcohol 25% (KODAMAJOZO LLC)
- 3.TAKACHIHO REI (TAKACHIHOSHUZO CO., LTD.)

Period of serving: June 1 ~ August 31, 2016



JAL will be making efforts to take various measures to vitalize local economies by supporting their branding promotion and sales to the world.

Note:

(*1) JAL NEW·JAPAN PROJECT launched in September 2015 by Japan Airlines with the aim of supporting sustainable development of regional economies in cooperation with local government in Japan.

(*2) Miyazaki Prefecture is located on the island of Kyushu, Japan.

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