

JAL to Serve Champagne Salon 1997 in First Class

Tokyo October 31, 2007: JAL will serve the legendary *Champagne Salon* onboard its flights. From December 15, 2007, JAL will serve in JAL First Class on Tokyo (Narita) – London, New York, and Paris routes *Champagne Salon 1997*, the latest vintage of this unique champagne to be released by the House of Salon.



Created first in 1911, *Champagne Salon* is a product of the House of Salon, located in the village of Le Mesnil-sur-Oger, Côte des Blancs in France's Champagne wine region. The winery was established in the late 19th century by its founder Eugène-Aimé Salon. *Champagne Salon* is an all-chardonnay vintage considered by many to be the perfect champagne.



The champagne is only produced in years when the harvest is considered by the House of Salon to be of high enough quality. It is only released for consumption once it has reached full maturity, usually on average 10 years after the grapes were first harvested. In over a century of production only 35 vintages have been released for general consumption.

Only 60,000 bottles of *Champagne Salon 1997* have been produced. This exceptional champagne will be served exclusively in JAL First Class, months in advance of the champagne's global distribution date planned for April 2008.

After great consideration JAL chooses wine that not only complements its Western-style menu prepared under the guidance of the Association des Disciples d'Auguste Escoffier du Japon, but which also complements the delicate seasonally changing flavors of its Japanese menu. JAL serves Kyoto cuisine onboard, known as *kaiseki ryori*, the quintessential traditional Japanese food which can be enjoyed equally as well with champagne, as with a white, sweet red or *sake*.

JAL in-flight wine menus feature vintages from around the world and wine styles to suit all palates. Passengers can enjoy exquisite wines produced by the established vineyards of France, Germany and Italy, as well as from Japan and the New World including Australia, Chile, and the USA.

JAL is proud to be serving onboard its aircraft in both first and business classes wine from Japan produced from the indigenous Japanese Koshu grape variety. In more and more parts of Japan, wine growers are producing high quality wines using cultivation methods to suit the quirky Japanese climate.

Our gracious and attentive cabin attendants, experts in the art of hospitality, are able to assist passengers in choosing a suitable wine to go with their meal, with over 1,300 of them having obtained a sommelier certification from the Japan Sommelier Association.

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