

Jan.31, 2023

Ministry of Agriculture, Forestry and Fisheries

Japan Rice and Rice Industry Export Promotion Association

JAPAN AIRLINES

JAL to offer Rice Flour Noodle Menu on International Flights

From February 1 to 28, 2023, JAL's First Class and Business Class flights from London to Haneda will offer a menu using Japanese rice flour noodles, "Rice Flour Noodle with Seafood in Starchy Sauce".

This is a collaboration between the Ministry of Agriculture, Forestry and Fisheries (MAFF) and the Japan Rice and Rice Industry Export Promotion Association (JRE), a certified export promotion organization for agricultural, forestry and fisheries products and food products, to expand exports of rice flour products. The event was realized as part of a PR event for rice flour noodles with the cooperation of Daisuke Hayashi, a Japanese chef who is active in the U.K.(Japanese Cuisine Goodwill Ambassador) and the supervisor of JAL's First class and Business class meals from Europe to Japan.

According to Daisuke Hayashi, who supervised the menu, "Rice flour noodles have a flavor of rice and a different taste from wheat flour noodles. The chewy texture unique to rice-flour noodles makes them suitable for a variety of other dishes as well".

We hope that this gluten-free menu using rice flour noodles made in Japan with 100% Japanese rice will appeal to many people and lead to further expansion of rice-flour demand and exports.



Chef Daisuke Hayashi



Rice Flour Noodle with Seafood in Starchy Sauce

~Supervised by Chef Hayashi~

The rice-flour noodle made in Japan with 100% Japanese rice