



Limited Time Sale of “Moriizo” on JAL International Flights

Tokyo, JAPAN - From April 1, 2024, “Moriizo” is exclusively available for sale in First Class and Business Class on selected routes of JAL international flights. Additionally, to commemorate the 70th anniversary of JAL’s international flight service, “Moriizo” will also be available in Premium Economy Class on specific flights from April to May 2024.

1. About Shochu “Moriizo”

“Moriizo” is a brand name of a Japanese distilled spirit called shochu. Shochu is mainly made from rice or sweet potatoes, and it can be served straight on the rocks, with water, or with hot water. Shochu goes well not only with Japanese food, but also with a variety of other cuisine. “Moriizo” is made in Tarumizu City, Kagoshima Prefecture, using carefully selected and polished sweet potatoes and naturally filtered underground water from the Shirasu Plateau in the Takakuma Mountains. Brewed in the traditional *kame-tsubo* ceramic pottery whose techniques and methods have been handed down since its establishment in 1885, this shochu has a mellow and elegant yet slightly sweet taste, and is known as a rare and sought-after shochu whose smooth taste and refined flavor continue to be loved worldwide.

(Click [here](#) to see how shochu is made. In Japanese only.)

2. JAL’s Inflight Sales Initiatives

For 25 years, JAL has been offering a limited sale of “Moriizo” exclusively on its international flights. Despite its availability in select sales classes and for a restricted period, “Moriizo” has consistently remained one of JAL’s top-selling products, attracting dedicated fans from around the world.

To commemorate the 70th anniversary of our international flight services, JAL will be offering this remarkable Moriizo, which is usually sold only in First Class and Business Class, to our Premium Economy Class passengers. This is a special two-month limited offer from April to the end of May.

*Please feel free to ask the cabin crew on board.



MORI Kakushi says, “I hope you will enjoy and feel enriched after drinking our tasteful Moriizo.”



Moriizo 720 ml
Inflight sales price: 3,400 yen



3. Inflight Sales details of “Moriizo”

(1) First Class and Business Class Inflight Sales

■ Sales period: April 1 to July 31, 2024 (or until stocks last)

■ Sales routes: Medium and long-haul routes

North American routes: Chicago, Dallas-Fort Worth, Boston, New York, San Francisco, Los Angeles, Seattle, San Diego, and Vancouver

Hawai'i routes: Honolulu and Kona

European routes: London, Paris, Frankfurt, and Helsinki

Middle East: Doha (Japan arrival flights only)

Oceania Routes: Sydney and Melbourne

Southeast Asia routes: Singapore, Kuala Lumpur, Jakarta, Manila, Bangkok, Hanoi, and Ho Chi Minh City

South Asia routes: Delhi and Bengaluru

(2) Premium Economy Class Inflight Sales

Medium and long-haul flights on Boeing 777-300ER and Airbus A350-1000 aircrafts (*1)

(*1) Aircrafts are limited to ensure space for product loading.

■ Sales period: April 1 to May 31, 2024

■ Main routes and flights: (*2)

North America: Chicago JL10/9, Dallas-Fort Worth JL12/11, New York JL4/3, JL6/5, and Los Angeles JL16/15

European routes: London JL43/44 and Paris JL45/46

Southeast Asia routes: Bangkok JL31/34

(*2) The product may not be available on Premium Economy Class due to aircraft changes and other reasons.

4. Note

- Sales are not available to customers under the age of 20.
- Resale, or purchase for commercial purposes is strictly prohibited.
- Availability is subject to stock and sales may end without notice.
- Alcoholic beverages purchased onboard cannot be carried to any connecting flights.

JAL will continue to introduce world-class Japanese products to customers and provide them with the opportunity to enjoy an exciting experience and contribute to a prosperous society and future.