



Joint Release

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Japan Airlines Co., Ltd.

SARL OMATSU FRANCE

**Introducing Special Menu with Gunma Prefecture’s Joshu Wagyu for Inflight Dining from Paris to Haneda**

~World’s First: Exported Japanese Wagyu Beef Processed Locally in France for Inflight Dining~

Japan Airlines (JAL) will offer two special menus featuring Joshu Wagyu from Gunma Prefecture for First Class and Business Class passengers traveling from Paris to Haneda starting March 1, 2024. These menus, developed in collaboration with SARL OMATSU FRANCE, the operator of “WAGYU RESTAURANT 1129,” a dedicated Japanese Wagyu beef restaurant located in Paris’ 1st district, will showcase the world’s first initiative to serve locally processed sliced Japanese beef as inflight dining.



【First Class (Washoku)】 By chef HAYASHI Daisuke  
Confit Joshu Wagyu beef from Gunma Prefecture



【À la Carte】 By chef TESHIMA Ryuji  
Gunma Prefecture’s Joshu Wagyu rice bowl “PARIS-DON”



As part of the collaborative efforts between Japan and France to support Ministry of Agriculture, Forestry and Fisheries of Japan’s initiative to expand the export of Japanese beef, JAL and “WAGYU RESTAURANT 1129” have joined forces and will provide the opportunity to experience the flavors of Japanese beef in the inflight dining.

Through a direct partnership with Gunma Prefecture Meat Wholesale Market Co., Ltd., known for providing high-quality Joshu Wagyu beef, and Maison Cosse (\*1), a leading player in the French meat industry, a significant milestone has been accomplished. Despite the strict meat processing regulations in France, the close cooperation has made it possible to introduce Japanese Wagyu beef for inflight dining. The beef is now processed and sliced locally at a meat processing company in France. The menu selection includes the use of chuck roll, a secondary cut obtained from parts left over from the steak cutting process, demonstrating a commitment to reducing SDGs and minimizing food waste.



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JAL will continue to promote the attractiveness of Gunma Prefecture's Joshu Wagyu worldwide and strive to further increase the demand for high-quality Japanese Wagyu beef and expand exports.

**【About Maison Cosse (\*1)】**

Maison Cosse is a leading figure in the French meat industry, concurrently holding the position of Chairman of Fédération de la Boucherie et des Métiers de la Viande. They have been collaborating with SARL OMATSU FRANCE in the sales of Japanese Wagyu beef for many years, establishing a solid foundation of trust. JAL and SARL OMATSU FRANCE have worked extensively with Maison Cosse, who possesses in-depth knowledge and expertise in Wagyu beef, on the introduction to a local meat processing company in France and the processing of Wagyu beef for JAL's inflight meal project.

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