



## **Advanced Limited Sales of “Ichiro's Malt Chichibu Single Malt JAL Exclusive 2024” on International Flights**

~JAL Introduces a Carefully Selected Rare Japanese Craft Whisky to the World (Part 4)~



Ichiro's Malt Chichibu Single Malt JAL Exclusive 2024

Tokyo, JAPAN – Japan Airlines (JAL) aims to encourage visitors to explore various parts of Japan by purchasing and enjoying Japanese craft whisky produced at craft distilleries scattered throughout the country. This is a part of JAL’s initiative to create relationships and societal connections through air transportation.

As the fourth product in this series, a limited number of bottles of “Ichiro's Malt Chichibu Single Malt JAL EXCLUSIVE 2024” from Venture Whisky Ltd. in Chichibu, Saitama Prefecture, will be sold through an advanced limited order on international flights.

### **1. Chichibu Distillery**

Ichiro Akuto was determined to bring Japanese whisky to the world as a future asset. Utilizing his father's whisky, Mr. Akuto established Venture Whisky Ltd. in 2004 and began distilling at the Chichibu Distillery in Chichibu, Saitama Prefecture, in 2008. Chichibu is a basin surrounded by mountains, resulting in a large temperature difference throughout the year, with an average maximum temperature of 37°C (98.6°F) in summer and a minimum of -10°C (14°F) in winter. This temperature difference, along with the soft water of the Arakawa River, positively impacts whisky production, developing a fruity and





well-balanced flavor. The distillery values handcrafting, producing unique and distinct whisky through use of some local barley in a part of floor maltings <sup>(\*1)</sup> and the use of Japanese Oak “Mizunara” casks created in their own cooperage in a maturation.

(\*1) Floor malting is the process of spreading barley on the floor and repeatedly stirring it with a shovel to ensure even germination.



Appearance of the Chichibu distillery

## 2. Ichiro's Malt Chichibu Single Malt JAL EXCLUSIVE 2024

This whisky is created from a selection of 10 whiskies, each aged in different types of casks. The primary component is an unpeated whisky matured in bourbon barrels. This is then vatted with a peated whisky, a whisky aged in Oloroso sherry casks, and several other unique whiskies. Each cask type contributes its own distinct characteristics, resulting in a layered and complex flavor. The fruity, refreshing minty aroma and the gradually changing expressions are diverse and delight the drinker with a pleasant oaky aroma. The flavors can be further expanded by adding a few drops of water.

## 3. How to Purchase

Class: JAL international First Class and Business Class

Available Flights: Flights departing from Sunday, December 1 to Tuesday, December 31, 2024  
(Registration starts on Monday November 25, 2024)

Price: JPY30,000 (Limited to one bottle per person per flight)

Reservations can be made through JAL's international inflight sales Advance Order Service. <sup>(\*2)</sup>

Click [here](#) to see how to use this service.

(\*2) Advance Order Service: International flights accept online advance orders of certain products and services from the 25th of the month prior to departure and up to 72 hours before departure. This service is available to all customers who can confirm their reservations online. The products vary by class and routes.



### **4. Notice**

- This product is not available to persons under 20 years of age.
- The product is not allowed to bring on connecting flights.
- Reselling and purchase for commercial use are strictly prohibited.
- The product may be sold out or otherwise unavailable for sale. Sales may also be terminated without prior notice.

JAL will continue to introduce Japanese craft whisky and other world-class Japanese products to our customers. By providing an extraordinary and special experience, JAL aims to work together with customers to create an affluent society and future.