



Japan Airlines to Serve Shochu “Mori-Izo” in International Business Class for an Exclusive One-Day Celebration

~ Commemorating 25 Years of Inflight Sales of Shochu “Mori-Izo”;
Limited-Time Offer Available on Japan Departing Flights on December 15, 2024 ~

Japan Airlines Co., Ltd. (Headquarters: Shinagawa-ku, Tokyo; President: Mitsuko Tottori, hereinafter "JAL") and Mori-Izo Shuzo Co., Ltd. (Tarumizu City, Kagoshima Prefecture; President: Satoshi Mori, hereinafter "Mori-Izo") are celebrating the 25th anniversary Shochu "Mori-Izo" inflight sales on Japan Airlines flights since commencing in 1998. The premium shochu has been exclusively offered in JAL First Class on both international and domestic flights, and has been cherished by many customers over the years.

As a token of JAL's gratitude for the continued patronage of its business class customers and to allow more guests to enjoy Shochu "Mori-Izo," JAL and Mori-Izo will offer Shochu "Mori-Izo" as an exclusive one-day inflight service in Business Class on international flights departing from Japan on December 15, which is concurrently the anniversary of the first release of Shochu "Mori-Izo" in 1986. This will be the first time Shochu "Mori-Izo" is offered in international Business Class.

1. About Shochu "Mori-Izo"

Shochu "Mori-Izo" is crafted using carefully selected Kogane Sengan sweet potatoes that are meticulously polished, using naturally filtered soft water that runs through the Shirasu plateau of the Takakuma mountain range. The shochu is fermented with robust yeast native to the brewery and produced using the traditional "Kame-tsubo" method, resulting in a mellow, flavorful taste and sophisticated aroma. Due to its limited production, it is known as a rare and elusive shochu, loved and admired by many customers worldwide.



Shochu “Mori-Izo” 720ml



<Comment from Mr. Satoshi Mori>
"I hope you enjoy and enrich your heart by drinking the delicious Mori-Izo."



2. Routes Offering "Mori-Izo"

- (1) International First Class and Business Class
- (2) Service Period: Limited to flights departing Japan on December 15, 2024 (Sunday)
- (3) Routes:
 - North America (Chicago, Dallas-Fort Worth, Boston, New York, San Francisco, Los Angeles, Seattle, San Diego, Vancouver)
 - Hawaii (Honolulu, Kona)
 - Europe (London, Paris, Frankfurt, Helsinki)
 - Middle East (Doha)
 - Oceania (Sydney, Melbourne)
 - Southeast Asia (Singapore, Kuala Lumpur, Jakarta, Manila, Bangkok, Hanoi, Ho Chi Minh City)
 - South Asia (Delhi, Bengaluru)

* Service may end once the limited stock is depleted.

3. JAL and Mori-Izo's Initiatives

In December 1998, Shochu "Mori-Izo" made its debut in JAL's international inflight sales. To commemorate this milestone, an original bottle design was created, downsizing the 1.8-liter bottle to a 720ml bottle. Since its introduction, it has been immensely popular and remains a best-seller in JAL's international inflight sales. In addition to Shochu "Mori-Izo," other limited-edition products such as "Gokujo Mori-Izo", which is aged for over three years, "Rakusui Kishu Mori-Izo", which is aged for ten years, and the 25th-anniversary bottle of "Mori-Izo" which is aged for twelve years have also been offered in limited quantities and have been highly acclaimed. For a glimpse into the Shochu-making process at the brewery, click [here](#) (in Japanese only).

4. Important Notes

Shochu will not be served to individuals under 20 years of age.

Shochu "Mori-Izo" is for inflight consumption only and will not be available through inflight sales.

Shochu "Mori-Izo" is scheduled to be available for purchase on the above routes in the spring of 2025.

Please wait for the official announcement.

5. Announcement of Limited Edition InFlight Sales for International Flights in December: Advance Reservation Sales of Raku Suiki Shu "Mori-Izo"

Eligible Customers: JMB Diamond and JGC Premier members only

Eligible Flights: Flights departing from Sunday, December 15 to Tuesday, December 31, 2024

(Reservation starts on Monday November 25, 2024)

Price: JPY40,000 (Limited to one bottle per person per flight)

Reservations can be made through JAL's international inflight sales Advance Order Service. (*1) Click [here](#) to see how to use this service.

(*1) 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.

JAL will continue to introduce Japan's world-renowned products to our customers, providing a special and extraordinary experience, and aiming to create a vibrant society and exciting future together with our customers.