

**JAPAN AIRLINES****JAL AGRIPORT**

(Joint Release)

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Japan Airlines Co., Ltd.  
JAL Agriport Co., Ltd.

## **Authentic Sweet Potato Shochu “Tsurusora PREMIUM” Wins the Highest Gold Award**

- First-ever Award for Japan Airlines at the World’s Top Three Liquor Competitions “IWSC 2025” in the Spirits Category -

JAL Agriport Co., Ltd. (Head Office: Narita City, Chiba Prefecture; President and CEO: Kenichi Hanamasu; hereinafter “JAL Agriport”)(\*1), an agricultural company owned by Japan Airlines, sells the authentic sweet potato distilled spirit (imo shochu) called “Tsurusora PREMIUM.” This product, manufactured by Kitaya Co., Ltd.(\*2), has won the highest gold award at the [International Wine & Spirit Competition](#) (IWSC) 2025, marking a historic first award for Japan Airlines at one of the world’s three most prestigious liquor competitions in the spirits category.

The IWSC, established in 1969 and based in the United Kingdom, attracts more than 12,000 entries from over 90 countries each year. It is recognized worldwide for its rigorous judging standards and high prestige.



The “Tsurusora” series of authentic imo shochu uses sweet potatoes cultivated at JAL Agriport’s farm in Narita City, Chiba Prefecture. This shochu is served on Japan Airlines international business class flights, in airport lounges, and at DINING PORT Goryo Tsurusora, a traditional-style restaurant that features fresh produce from JAL Agriport’s farm as well as local ingredients from the Narita area. Sales of the series began sequentially in April 2019, and four varieties have been released to date: “Tsurusora,” “Tsurusora PREMIUM,” “Tsurusora 50/50,” and “Tsurusora UME.” Among these, “Tsurusora PREMIUM” achieved a historic score of 98 points, earning the highest gold award at the IWSC.

Japan Airlines and JAL Agriport will continue promoting not only aviation but also sustainable agriculture and regional revitalization. This commitment is reflected through careful ingredient selection and traditional production techniques embodied in the “Tsurusora” series, with the aim of creating new value.

### Footnotes :

1, JAL Agriport is a JAL-owned agricultural company founded in 2018 to boost regional economies through farming and processing local produce into products like the “Tsurusora” series.

2, Kitaya Co., Ltd., with over 200 years of history in Fukuoka, produces high-quality sake and shochu using traditional and modern techniques.