

ANA to Offer New Japanese Sake and Shochu Selection Onboard and at ANA Lounges

- Starting March 1, ANA will introduce a refreshed selection of Japanese sake and shochu for onboard and ANA lounge service.
- The new offering will include a total of 62 options, including some popular brands from the current selection.



Selection of Japanese sake



Selection of Japanese shochu

TOKYO, Feb. 15, 2024 - All Nippon Airways (ANA), Japan's largest and 5-Star airline for 11 consecutive years, will introduce a new selection of Japanese sake and shochu for service onboard and at ANA lounges beginning March 1.

Under the guidance of Yasuyuki Kitahara, ANA's trusted sake advisor, member of [THE CONNOISSEURS](#), as well as the Assistant Food & Beverage Manager of Conrad Tokyo, a total of 62 brands were selected. The assortment includes cherished classics alongside an array of trendy new selections. First and business class passengers on ANA international flights, premium class passengers on domestic flights and visitors at the "ANA SUITE LOUNGE" and "ANA LOUNGE"* for both international and domestic flights will have access to the new selection.



Yasuyuki Kitahara

* ANA SUITE LOUNGE and ANA LOUNGE in Honolulu are not applicable.

"Delivering on our commitment to continuously elevate the ANA experience, we're thrilled to introduce our newest lineup of Japanese sake and shochu," said Tomoji Ishii, Executive Vice President, Customer Experience Management and Planning of ANA. "With each sip, passengers will embark on a flavorful journey through Japan's rich culinary tapestry, ensuring an unforgettable inflight experience."

In addition, for a limited time in August 2024, passengers flying in first class on international flights will have the exclusive opportunity to experience "IWA 5 Assemblage5" before its public release in September.

"IWA" is a sake brand from the Toyama prefecture created by Richard Jofrowa, former Chief Brewer of Dom Pérignon, that utilizes the innovative "Assemblage" blending technique. Since the launch of IWA 5 Assemblage 1 in 2020, a new Assemblage has been produced every year, with IWA 5 Assemblage 5 becoming available in September 2024.

Customers will also have the chance to sample recommended shochu ahead of onboard and lounge service. These tastings will be offered at "ANA SUITE LOUNGE" and "ANA LOUNGE" for international flights at Tokyo Haneda and Narita airports from February 16 to February 29, 2024.



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About ANA

Founded in 1952 with just two helicopters, All Nippon Airways (ANA) has grown to become the largest airline in Japan. ANA HOLDINGS Inc. (ANA HD), established in 2013, is the largest airline group holding company in Japan including ANA and Peach Aviation, the leading LCC in Japan.

ANA is a launch customer and the largest operator of the Boeing 787 Dreamliner, making ANA HD the biggest Dreamliner owner in the world. A member of Star Alliance since 1999, ANA has joint venture agreements with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines - giving it a truly global presence.

The airline's legacy of superior service has been recognized with SKYTRAX's 5-Star rating every year since 2013, with ANA being the only Japanese airline to win this prestigious designation for 11 consecutive years. ANA has been recognized by Air Transport World as "Airline of the Year" three times (2007, 2013 and 2018); it is one of only a select few airlines to win this prominent award multiple times.

In 2021, ANA was awarded the 5-star COVID-19 safety rating by SKYTRAX, recognizing the airline's initiatives to provide a safe, clean and hygienic environment at airports and aboard aircraft, embodied in the ANA Care Promise. ANA is the only company in the aviation industry to receive the Gold Class distinction from the 2022 S&P Global Sustainability Awards and ANA HD has been selected as a member of the Dow Jones Sustainability World Index list for the seventh consecutive year and the Dow Jones Sustainability Asia Pacific Index list for the eighth consecutive year.

For more information, please refer to the following link:
<https://www.ana.co.jp/group/en/>