

ANA New In-flight Services from September

In-flight dining service provided by 24 Connoisseurs
New bedding and amenities on First and Business Class

TOKYO July 29, 2013 - From late August, 2013, ANA will begin flying aircraft adorned with the tagline 'Inspiration of JAPAN', ANA's brand concept. Alongside of this tagline, ANA will enhance its in-flight services and introduce new services throughout this fiscal year, starting from September.

Inspiration of Japan

'Inspiration of JAPAN', which is the products and services brand of ANA, will be re-stated as the company tagline and will be designed on all of ANA's aircraft. This will represent many aspects of the Japanese culture and spirit, including skills in innovation and technology, Japanese courtesy and precision, and the spirit of customer service at the heart of ANA.

In addition to the tagline, national flag of Japan will also be designed at the front of the aircraft in order to emphasize our proud of Japanese heritage to global passengers.

THE CONNOISSEURS

The first in-flight service enhancement to be launched in September will be *THE CONNOISSEURS* project. THE CONNOISSEURS is an in-flight meal team composed of 10 renowned chefs, 5 beverage specialists and 9 of ANA's own catering chefs, among the most talented of any of the world's airlines. The team will produce a range of meals and drinks for our international and domestic flights. See 'Notes to Editors' section for more information on the chefs and menu.

New First and Business Class Bedding and Amenities

In First and Business classes on long haul flights, we will introduce new bedding using the latest Japanese innovative technologies. This is a joint development with Nishikawa Sangyo Co., Ltd., the leading bedding manufacturer in Japan.

ANA will also provide a new amenity kit service in Business Class that will surely make passengers relax and enjoy out flights. Passengers will receive a pouch filled with L'OCCITANE products, originating from Provence in southern France.

As the first airline in Japan, and one of the few global airlines being recognized as the highest 5-Star airline by SKYTRAX, ANA will continue to further enhance the services we offer to our customers.

- END -

Notes to Editors

Inspiration of Japan Tagline on aircraft







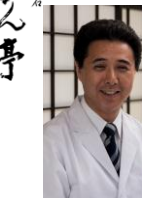
Tagline Design












Aircraft Image (B777-300)

THE CONNOISSEURS

THE
CONNOISSEURS
- ANA Fine Dining & Bar -
























Japanese	Japanese	Japanese	Japanese	Japanese
 <p>Kaiseki "Tsujitome", owner Yoshikazu Tsuji</p>	 <p>Yugawara "Sekiyou", top chef Sadatoshi Nakata</p>	 <p>Akasaka "Tsuayama", owner Hiromasa Suzuki</p>	 <p>"Chisou Sottaku", owner Shigemitsu Nishizuka</p>	 <p>"Rakantei", top chef Tadayoshi Fujiki</p>

French	French	French	Chinese	
 <p>"tateru yoshino", owner chef Tateru Yoshino</p>	 <p>"Ryuzu", owner chef Ryuta Iizuka</p>	 <p>"Yonemura", owner chef Masayasu Yonemura</p>	 <p>"Wakiya", owner chef Yuji Wakiya</p>	 <p>Pierre Hermé</p>

Master of wine	Sommelier	Cupping international judge	Japanese sake commentator	Suntory chief blender
 <p>Ned Goodwin MW</p>	 <p>Katsuhito Inoue</p>	 <p>FUJINO "Gino" KIYOHISA</p>	 <p>Kazuhiko Ota</p>	 <p>Seiichi Koshimizu</p>

 <p>Osamu Kashiwa</p>	 <p>Susumu Uemura</p>	 <p>Masanobu Kubo</p>	 <p>Satoshi Tanaka</p>	 <p>Fukuzo Yoshikura</p>	 <p>Takao Kudo</p>	 <p>Makoto Shimizu</p>	 <p>Masami Takahashi</p>	 <p>Shinsuke Katori</p>
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Menus between September and November

Partners	Applicable routes, classes	Menu Details
 <p>Kaiseki "Tsujitome"</p>	 <p>From Narita to North America, Europe routes</p>	 <p>“Kaiseki is the mind of compassion.” Tsujitome raised Kyo-kaiseki to an art form. Enjoy the moment of touching the refined taste of cha-kaiseki produced by Mr. Yoshikazu Tsuji.</p>
 <p>Pierre Hermé Paris</p>	 <p>From Narita to North America, Europe routes</p>	 <p>Combination of croissant and the most popular flavor created by PIERRE HERMÉ PARIS, “Ispahan”. Discover the new taste of the masterpiece in its mix of rose, lychee, and raspberry flavors.</p>
	 <p>From Narita to Bangkok, Singapore, Jakarta, Delhi, Mumbai routes From Narita/Haneda to Beijing, Shanghai, Hong Kong routes</p>	 <p>Have a blissful time with a novel and innovative dessert, created by the pioneer in the patisserie industry. A different dessert is served every month.</p>
 <p>Yugawara "Sekiyou"</p>	 <p>From Haneda to Bangkok, Singapore routes</p>	 <p>This is a menu of “Sekiyou”, a Japanese style <i>ryokan</i> that received Michelin 2 stars. Enjoy the rich traditional Japanese breakfast including their classic thick omelet.</p>
 <p>Wakiya</p>	 <div style="border: 1px solid black; padding: 2px; display: inline-block;">October only</div> <p>From Narita/Haneda to China routes</p>	 <p>Enjoy the flavor that incorporates the Japanese and French nuance into the traditional Chinese dishes, made by Chef Wakiya, who is the leader of modern Chinese cuisine.</p>
 <p>ANA Original European Course</p>	 <p>From Narita to North America, Europe routes(except Honolulu)</p>	 <p>French menu by our world-class catering chefs is always the favorite of our customers. This time, we will also introduce Italian menu. Enjoy the variety of menus that we offer.</p>
 <p>ANA Original Local Dish • Kumamoto</p>	 <p>From Narita to Bangkok, Singapore, Jakarta, Delhi, Mumbai routes</p>	 <p>The meal contains abundant delicacies of the mountains and the sea from a rich nature of Kumamoto. Enjoy the thoughtful flavors of Kumamoto such as <i>Karashirenkon</i>, regional chicken and vegetables, and rice produced in Kumamoto.</p>
 <p>ANA Original Dessert Selection</p>	 <p>From Narita to North America, Europe routes(except Honolulu)</p>	 <p>First time in Business Class that customers can choose their favorite dessert. Please enjoy colorful creation produced by our experience bakery chefs.</p>

Original menus created by ANA catering chefs will be served on routes and classes other than above.

New bedding for long-haul flights • Ultimate in cabin comfort

ANA presents a new selection of bedding, using the latest innovative technologies that are the pride of Nishikawa Sangyo Co., Ltd., a leading Japanese manufacturer of bedding products since its founding in 1566. Based on the theories of its Japan Research Laboratory of Sleep Science, we now offer items such as highly functional Nanofront® fibers from Teijin, and the finest organic materials from Tenerita. We hope you will enjoy your journey above the clouds.

First Class

Quality of sleep is determined by multiple factors including posture, bedding texture, weight, heat retention, and breathability. Our ultra-light comforters are made from the highly functional Teijin fibers using the latest technologies from Nishikawa Sangyo. Moreover, its AiR® mattress features a unique structure that disperses body pressure, while its Angel Float® pillow offers a flexible fit even when lying face up or sideways.

Also enjoy our blankets made with the finest cashmere and Tenerita's organic cotton that meets strict international standards, as well as the double-sided knitted loungewear with a truly soft texture.



Applicable flights: Routes between Japan and North America, and Japan and Europe

Applicable class: First Class



The new bedding in First Class represents the best of Nishikawa Sangyo. Pillow, comforter, bed pad, and blanket by Tenerita.



Double-sided knitted loungewear can be taken home after your flight

Business Class

In Business Class, bed pads are Nishikawa Sangyo's Air Cyclone® customized for the ANA BUSINESS STAGGERED seats. Turning over during sleep is easy due to the unique three-layer structure and moderate resistance. These bed pads also offer excellent breathability and comfort. And because the reverse side is skid resistant, they can also be used as seat cushions. The comforters are Bodyline Quilts that fit your body. We've also introduced structural pillows from Nishikawa Sangyo for a perfect fit from your neck to the back of your head.



Applicable flights: Routes between Japan and North America (except Honolulu), and Japan and Europe
*New bed pads will be introduced on flights equipped with ANA BUSINESS STAGGERED seats only.

Applicable class: Business Class

ANA will introduce a bed pad on Business Class for the first time. Our new service will provide a more relaxing experience [From left] pillow, comforter, bed pad.



In Business Class, ANA will also start offering an amenity kit containing amenities from L'OCCITANE, a brand focused on the lifestyle of Provence in southern France.



L'OCCITANE Fabulous Serum 5ml
L'OCCITANE Ultra-Rich Lip Balm 2g
In addition, the amenity set includes a toothbrush and toothpaste, eye mask, earplugs, tissues and cotton pads.



Applicable flights: Routes between Japan and North America (except Honolulu), and Japan and Europe
Applicable class: Business Class

Contact: Ryosei Nomura, Maho Ito and Megumi Tezuka, ANA Public Relations TEL +81-3-6735-1111

ANA Public Relations

All Nippon Airways (ANA) is the eighth largest airline in the world by revenues (2011) and the largest in Japan by passenger numbers (2012). Founded in 1952, ANA flies today to 31 international destinations and 50 domestic cities with a fleet of 232 aircraft serving a network of 175 routes. ANA has 14,000 employees. In 2012, it carried 45 million passengers and generated revenues of \$15.8 bn. ANA has been a core member of Star Alliance since 1999 and has joint-ventures with United Airlines on trans-Pacific and Asia routes and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. Its Frequent Flyer Program, ANA Mileage Club, has more than 24 million members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazines, and was awarded five stars by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.