

July 24, 2025
Peach Aviation Limited

“Kuppy Ramune” and Peach Come Together in a Dream Collaboration! Original Design Collaboration Goods to Be Released ~As your travel companion! Make your summer trip more fun! ~

- Original collaboration goods with newly drawn designs are here
- Kuppy Ramune characters dressed in Peach uniforms!
- Pre-orders for the collaboration goods begin on July 24^{*1} and in-flight sales start on August 1
- Kuppy Ramune × Peach special website now live

Osaka, July 24, 2025 - Peach Aviation Limited (Peach, Representative Director and CEO: Kazunari Ohashi) has announced a collaboration with Kakudai Seika Co., Ltd. (Kakudai Seika, Representative: Masakazu Ohashi), the manufacturer of the long-selling and beloved candy “Kuppy Ramune.” Pre-orders for specially illustrated, original design collaboration goods will begin today on Peach’s official online shop, “PEACH SHOP ONLINE,” with in-flight sales starting on August 1, 2025.



This collaboration was made possible through the shared vision of “Bringing smiles to many people” from Nagoya, as Peach—soon celebrating its 5th anniversary of inaugurating services to Nagoya—and Kakudai Seika, headquartered in Nagoya, Aichi Prefecture, joined hands.

In the Kuppy Ramune × Peach collaboration, five types of collaborative goods will be released to make travel memories more enjoyable, and the “Premium Kuppy Ramune Peach Flavor” will be sold onboard. The first installment features three types of goods that are useful in a wide range of situations, from everyday use to travel memories. The second installment, featuring two items that make your travel more fun is scheduled to launch on October 1. The collaboration goods were designed with the concept of “items you can use immediately on your trip” and “easy-to-grasp items that could be lasting memories.” The Kuppy Ramune characters are also dressed in Peach uniforms, making this a limited-edition product perfect as a travel memory or souvenir for everyone—adults and children alike—during the summer vacation travel season, available only here.

The “Premium Kuppy Ramune Peach Flavor,” which will be sold on board starting August 1, is a new product released in 2025 and will be available on Peach flights as part of this collaboration. Enjoy the richly flavored Kuppy Ramune, free of the eight major allergens and easy for a wide range of children to enjoy, on board Peach, whose vision is “A flight full of respect for everyone.”

For details on the collaboration merchandise, please see the next page or visit the website.

Peach will continue to prioritize safe services while offering various initiatives to make the extraordinary experience of travel more accessible and a part of everyday life, allowing customers to feel the joy of travel even in their daily routines.

^{*1} Pre-order items will be shipped sequentially starting August 1

<About the Kuppy Ramune × Peach Collaboration>

■Collaboration Goods

First Installment

			
Product Name	Flight Tag	Assorted Sticker Set	Hand Towel
Price (tax included)	Domestic flights: 1,000 yen International flights: 900 yen	Domestic flights: 800 yen International flights: 700 yen	Domestic flights: 1,000 yen International flights: 900 yen
Points of Sale	PEACH SHOP ONLINE, In-flight (domestic and international flights)		
Release period	PEACH SHOP ONLINE: Pre-orders start on July 24		
	In-flight (domestic and international flights): August 1		

*The selling prices on PEACH SHOP ONLINE are the same as those on domestic flights

*Photos are for illustrative purposes only

Second Installment

		
Product Name	Ramune candy (2-way style) Neck wallet	Mini pouch with ramune candy
Price (tax included)	2,600 yen	Domestic flights: 1,600 yen International flights: 1,500 yen
Points of Sale	PEACH SHOP ONLINE	In-flight (domestic and international flights)
Release period	October 1	

*Photos are for illustrative purposes only



■Other Initiatives

“Premium Kuppy Ramune Peach flavor” in-flight sales

	
Product Name	Premium Kuppy Ramune Peach flavor
Price (tax included)	Domestic and international flights: 300 yen
Points of Sale	In-flight (domestic and international flights)
Release period	August 1

<Kuppy Ramune × Peach Special Site> (PEACH SHOP ONLINE / Japanese only)

<https://shop.flypeach.com/peach/shop/special.html?fkey=kuppyramune>



<Exciting Summer Vacation Special Site / Japanese only>

<https://www.flypeach.com/campaign/mmsummer2025/>



About Kuppy Ramune (www.kuppyramune.co.jp) Japanese only



Kakudai Seika" (Nagoya City, Aichi Prefecture) manufactures and sells "Kuppy Ramune."

Since its release in 1963, it has been loved by a wide range of generations, both men and women, as a popular snack representing the Showa era (1926–1989). The rabbit "Kuppy" and the squirrel "Ramun," depicted on the packaging for over 60 years since its release, have become familiar and beloved designs.

[Official X \(formerly Twitter\)](#)

[Official Instagram](#)

About Peach (www.flypeach.com/en)

Peach is based at six airports: New Chitose, Narita, Chubu, Kansai, Fukuoka and Naha, and services 25 domestic routes and 15 international routes with a fleet of 36 aircraft. In addition, from April 10, 2025, the Osaka (Kansai) / Nagoya (Chubu) – Seoul (Gimpo) route has launched, further enhancing the international routes network. We will continue to prioritize safety and pursue fundamental quality, aiming to be airline loved by even more customers.