

## **A Collaboration between Peach and Kindai in the Sky: Introducing "Kindai University Unagi Eel-flavored catfish", A world's first, aboard Peach flights**

*Limited offer of catfish that's the talk of the town, only on Peach!*

- **Revamping the PEACH DELI in-flight menu offerings to a summer menu as of June 1 (Wed)**
- **Limited offer of about 700 servings of "Eel-flavored catfish from Kindai on rice" in summer menu**
- **The wildly popular "Osaka Katashimo Winery Tako-cham sparkling Peach Rose" is back!**

Starting June 1 (Wed), Peach Aviation Limited ("Peach", Representative Director & CEO: Shinichi Inoue) will introduce a new summer menu for its in-flight "PEACH DELI" offerings.

A collaboration with Kindai University ("Kindai", President: Hitoshi Shiozaki) has been made possible in this PEACH DELI summer menu, which will feature "Kindai University Unagi eel-flavored catfish" at world's first that's the talk of the town that follows the institution's production of farm-raised bluefin tuna. "Kindai University Unagi Eel-flavored Grilled Catfish with Rice" will be offered on the PEACH DELI menu for 1,350 yen.

A limited supply of about 700 servings of the eel-flavored catfish on rice will be available on domestic flights which are longer than 90 minutes in duration and all international routes\* with some exceptions.

\*Not available on flights between Okinawa (Naha) and Seoul (Incheon) and flights departing Tokyo (Haneda) for Taipei (Taoyuan).



**"Eel-flavored catfish from Kindai on rice" (1,350 yen) \*limited offer (approx. 700 servings)**

Since the start of its services, Peach has continued to make new challenges for airlines. The match between Kindai's world's first "Kindai University Unagi Eel-flavored catfish" and "interesting and tasty", the concept for Peach's in-flight offerings, led to its introduction on the PEACH DELI menu for a Kindai-Peach collaboration in the sky.

"Kindai University Unagi Eel-flavored catfish" are catfish that Professor Masahiko Arijj, Institute of World Economy, spent six years studying and succeeded for the first time in the world in developing catfish that had a similar taste to eels. Dramatic decreases in recent years in the number of young fish, which are the basis for farm-raised eels, and the issue of supplies falling behind demand led to a technological system for developing young Japanese catfish that would be possible to farm as an alternative to eel.

Japanese catfish, which contain no fat and have a somewhat muddy smell, has been completely different from the taste of eel. Thus, Kindai made two improvements: the quality of the water that they live in and what they're fed, and succeeded in producing "Kindai University Unagi Eel-flavored catfish".

Besides the eel-flavored catfish, Peach will once again be introducing "Osaka Katashimo Winery Tako-cham sparkling Peach Rose", which had been immensely popular and had sold out in last year's summer menu. The rose is a sparkling wine made by Katashimo Winery, an Osaka winery, which boasts a hundred-year history, characterized by its fresh taste with hopes that customers would enjoy it together with Takoyaki. The Tako-cham sparkling Peach Rose will only be available on Peach flights.

In addition, "Osaka TAKOMASA's Takoyaki" (750 yen) and "Okonomiyaki from Osaka's famous "CHIBO" restaurant" (800 yen), which have become a regular part of the offerings at PEACH DELI, will continue to be available. Enjoy a casual and luxurious trip in the sky with the aroma of the gooey sauces and the refreshing taste of Tako-cham sparkling Peach Rose available only on Peach.

Furthermore, a part of the proceeds from the sale of "Japanese Picnic-Bento" (900 yen), a delightful offering of various items that include deep-fried white fish, a crabmeat paste, and Japanese style omelet pieces, will be made available to the Calorie Offset Program that supports agriculture in developing countries. The calories that are cut down in a delicious way will not only benefit the health of our customers but also tie in to making social contributions for people who live in developing regions.

Look forward to PEACH DELI as it continues to offer more "interesting and tasty" menu lineups that will satisfy both the mind and the body, available only on Peach.

Note that a 10 percent discount\* will be offered for all menu items on PEACH DELI when you use or present a Peach Card, the official Peach credit card at the time of purchase. Take this opportunity to obtain a Peach Card. For details on the Peach Card, please see the Peach website at [www.flypeach.com/jp/ja-jp/specials/peach\\_card.aspx](http://www.flypeach.com/jp/ja-jp/specials/peach_card.aspx)

\*With a total purchase of 1,000 yen or more



**Osaka Katashimo Winery /  
Tako-cham sparkling Peach Rose  
(1,000 yen)**



**Japanese Picnic-Bento (900 yen)**



**Osaka TAKOMASA's Takoyaki (750 yen)**