March 5, 2014

"PEACH DELI" In-Flight Meals Showcase New Menus for Spring in a Light Peach Hue
- Introducing "Arashiyama Sakuramochi" from Tsuruya Kotobuki of Arashiyama, Kyoto -

- **Sales commence on March 6, 2014**
- **Sales consist of "Arashiyama Sakuramochi," a bean paste rice cake wrapped in a cherry leaf, from Tsuruya Kotobuki of Arashiyama, Kyoto**
- **The Service destination menu welcomes the debut of a "Thick-cheese delicious Okinawa-style taco-rice"**
- **Also not to be missed are peach nectar-flavored ‘Country Maam’ and ‘Milky’ sweets to celebrate the 50th anniversary of Fujiya’s Nectar brand**

Peach Aviation Limited (Headquarters: Izumisano-city, Osaka; Representative Director and CEO: Shinichi Inoue; hereinafter, "Peach") has announced the March 6, 2014 launch of "PEACH DELI," a new in-flight sales menu for the spring.

The spring menu features the new addition of "Arashiyama Sakuramochi," offered at 550 yen with two pieces and tea. These snacks are prepared by Tsuruya Kotobuki, a Japanese confectionery which was established in 1948 as the first dedicated Sakuramochi specialty store in Arashiyama, Kyoto, an area famous for its cherry blossoms. When opening the charming little box which they come in, one can’t help but feel the ambiance of spring from the scent of exquisite cherry blossoms and the faint pink hue of the Sakuramochi. Delight in the flavor of cherry blossoms as they fill your mouth with a gentle sweetness.

In addition, peach nectar-flavored ‘Country Maam’ and ‘Milky’ sweets join the menu to celebrate the 50th anniversary of Fujiya’s Nectar brand - this new PEACH DELI spring menu is abound with the colors and flavors of peach. Peach’s new service destination menu also welcomes a "Thick-cheese delicious Okinawa-style taco-rice," a soul food of the Okinawa area (750 yen). Also, the ever-popular Okonomiyaki has been reinvented as "Roho-Chibo 'Modan-Yaki with Kagoshima Berkshire pork.'" This item uses Berkshire pork from the service destination’s Kagoshima region (750 yen).

For more details on PEACH DELI, please visit Peach’s official website (www.flypeach.com). Peach will continue to assemble menus to delight guests on-board flights with exciting flavors from the local Kansai area and other service destinations. Look forward to them!

*Note that in-flight meals are limited in number and only offered on select routes. We thank you for your understanding.*

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"Arashiyama Sakuramochi" from Tsuruya Kotobuki of Arashiyama, Kyoto