

November 26, 2014

## **Get Healthy in Mind, Body and Spirit with the New "PEACH DELI" Menu!**

### **- Calories cut back from in-flight meals in exchange for agriculture products in developing countries -**

- **Sales start on December 1**
- **Introducing the first "CALORIE OFFSET" menu to be offered in-flight**
- **Part of proceeds from menu sales to be donated to developing countries**
- **Introducing "RUNE Mineral Water" with a "RUNE" design on the bottle**

Peach Aviation Limited (Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) has announced today that as of December 1, it will refresh its in-flight "PEACH DELI" menu.

The new winter menu at "PEACH DELI" will feature the first introduction of the "CALORIE OFFSET Program" advocated by specified non-profit organization TABLE FOR TWO International (TFT; Director: Masa Kogure; office location: Minato-ku, Tokyo) as a part of in-flight meal offerings with three types of low-calorie meals and beverages. Peach will donate part of the proceeds through TFT to support agricultural projects in developing countries.

There are three offerings in the CALORIE OFFSET menu, consisting of "Steamed Salmon Trout with Basil Cream Sauce" (800 yen), the perfect meal to warm a cold body; "Sixteen-Grain Rice and Qeema Curry with Chicken Breast" (800 yen), and a "Seasonal Bento (WINTER)" with crab sushi and stewed black soybeans (850 yen). Each set is healthy, at under 500 kilocalories.

And to match the Peach brand concept of "Cute & Cool", "RUNE Mineral Water" (180 yen) will also be on offer with a character for "RUNE", called the "roots of Kawaii", on the bottle design. The mineral water, packed in 320-ml PET bottles, can be enjoyed casually in-flight or taken home as souvenirs.

"Osaka TAKOMASA's TAKO-YAKI" (700 yen), "Osaka! CHIBO's OKONOMI-YAKI" (750 yen), "TAMURA's Curry Puff" (400 yen) and "Ehime Matsuyama Citrus Jelly" (450 yen), all popular PEACH DELI offerings in its autumn menu, will continue to be available.

Look forward to new offerings as Peach continues to take various initiatives to create menus that generate new value.



About CALORIE OFFSET:

Website: <http://calorieoffset.jp/>

A new program that was announced this May by "TABLE FOR TWO International", an NPO that strives to eliminate dietary imbalances around the globe. It will call for donations through the planning and sales of food products with an awareness of health (such as low-calorie products or products that have lower calorie counts compared to conventional items), to be allocated as support to developing countries for producing vegetable gardens or for offering guidance for improving agricultural productivity. A unique structure that takes the position that saving calories can be directly connected to saving the world.

Website: [www.flypeach.com](http://www.flypeach.com)

FacebookPage: [www.facebook.com/peach.aviation](http://www.facebook.com/peach.aviation)

YouTube Official channel: [www.youtube.com/user/PeachAviation](http://www.youtube.com/user/PeachAviation)



“Steamed Salmon Trout with Basil Cream Sauce”



“Sixteen-Grain Rice and Qeema Curry with Chicken Breast”

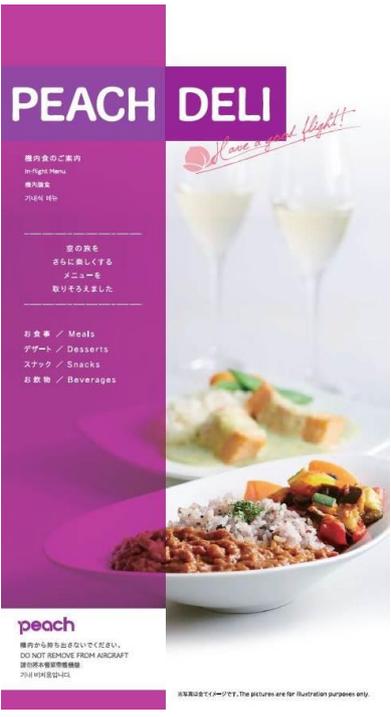


“Seasonal Bento (WINTER)”



“RUNE Mineral Water”

※All photos are image



PEACH DELI cover image