

(Joint Release)

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JAL Expands "Wagyu Souvenir Service" for US and Singapore Routes Including the Premium 'Hida Beef' Known for Its Exceptional Quality

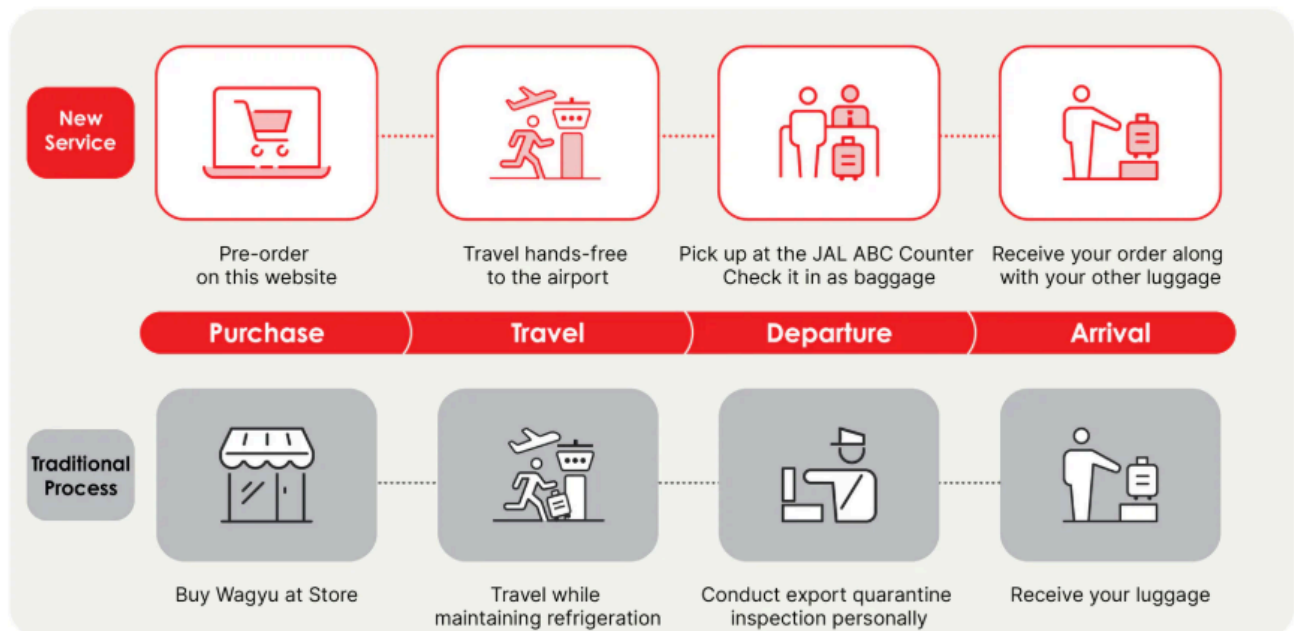
Tokyo, Japan – Japan Airlines Co., Ltd. (JAL) announces the expansion of its “JAL Wagyu Souvenir Service” in collaboration with JA ZEN-NOH Meat Foods Co., Ltd. and Hida City in Gifu Prefecture.

Background of the Service

The “[JAL Wagyu Souvenir Service](#)” is a unique offering for customers flying from Haneda and Narita airports to the United States and Singapore. JA ZEN-NOH carefully selects premium Wagyu beef, and JAL handles all the procedures such as procurement, packaging, and complex export quarantine of Wagyu beef (*1). Orders can be placed up to 48 hours before



the departure of the flight through JAL’s official direct shop. On the day of departure, customers can pick up their Wagyu beef at the JAL ABC counter at the airport and check it in as baggage, ensuring it is safely transported to the destination. No quarantine procedures are required at the arrival airport, making it a stress-free experience.



Since the service’s launch in October 2024, it has received high praise for its convenience and efficiency. Customers have appreciated the ability to obtain premium Wagyu beef as souvenirs at a lower price than the local sales price. To further enhance the service and meet customer needs, several new features are being introduced:

1. Expansion of Product Lineup: Introduction of 'Hida Beef'

Starting on May 26, 2025, the highly anticipated new brand, 'Hida Beef' will be available for purchase on JAL flights, joining the existing offerings of 'Kagoshima Kuroushi' and 'Hokkaido Wagyu.' This addition is made possible through collaboration with Hida City, aiming to utilize regional resources to promote tourism and cultural exchange.

About Hida City

Hida City is located in Japan's beautiful mountainous region, where the majestic mountains of the Northern Alps and clear streams create a landscape that changes with the seasons, providing visitors with a sense of healing and inspiration.

Historically known as the "Village of Artisans," Hida boasts traditional architectural techniques. Particularly in Furukawa Town, you can find serene townhouses that



incorporate the craftsmanship of Hida's artisans. Additionally, Hida City hosts various festivals throughout the year, allowing visitors to experience ancient traditions and the passion and spirit of the local residents.

About Hida Beef

Hida Beef boasts the highest quality meat due to its carefully selected breeding methods and quality control. Cattle raised in Hida's natural environment experience minimal stress, resulting in concentrated meat flavor. Hida Beef is characterized by its beautiful marbling and tender texture, offering a melt-in-your-mouth sensation and rich flavor. Enjoy its deliciousness in various dishes such as steak, sukiyaki, and shabu-shabu.



2. Improvement of Customer Convenience: Complimentary Excess Baggage Allowance

Customers using the “JAL Wagyu Souvenir Service” will benefit from waived excess baggage fees for the purchased Wagyu beef. This enhancement ensures a hassle-free experience without concerns about checked baggage allowance.

3. Appeal to Foreign Visitors: Launch of English Sales Site

JAL will launch a new English sales site to introduce visitors to the charm of 'Wagyu,' Japan's culinary pinnacle. This site will enable visitors to savor Wagyu in Japan and conveniently bring it home as a cherished souvenir.

For details, please visit: <https://omiyage-ec.jal.co.jp/en>

* The site is being developed with AnyMind Group Co., Ltd., which specializes in supporting cross-border e-commerce.

Through these initiatives, JAL seeks to offer a unique and memorable souvenir experience to its customers. By fostering new demand for Japanese food products, these efforts are anticipated to significantly contribute to the revitalization of local communities and the promotion of regional culture.