

Beaujolais Nouveau Time Again – Big Loads for JAL

Tokyo, Tuesday November 14, 2006: Corks will be popping all over Japan on Thursday November 16th as Japanese wine lovers sample the 2006 Beaujolais Nouveau wine, following the customary release for public consumption on the third Thursday of November.

On November 16, first class and business class passengers on most of JAL's long haul international routes* will also be able to sample the 2006 vintage, which is reported to be 'well-balanced between fruity and acidic favors' due to the daily temperature variations between hot and cool in France during the summer, according to Japanese beverage industry sources.

It is estimated that in total about 950,000 cases of Beaujolais Nouveau – or 11.4 million bottles – have been flown in this year by all airlines, slightly lower than last year's volume.

However Japan Airlines maintained its market share of the imported wine, bringing in about 90,000 cases or about 1,080,000 bottles, the same as last year.

In addition to shipments flown in on scheduled JAL freighter and passenger flights from Europe, this year JAL operated six charters, five on the Paris-Narita route and one between Paris and Sapporo, Hokkaido. On November 10 the first JAL wine charter flight of the year to arrive at Narita was a 777 passenger aircraft using the entire belly cargo space for transporting 40 tons of Beaujolais Nouveau – about 30,500 bottles. All other JAL charter flights were by B747 freighters.

**Service not available on Korea/ China/ Guam/ Hong Kong and Manila routes.*