

July 17, 2020

Peach Aviation Limited

**Online Food Fair
Project to Support Local Growers and Producers
The first food fair is now open with products
from Kushiro!**
**- Government and private businesses work together to stimulate
local economy -**

- **Delicious Bridge that Delivers Regional Food - Peach's new initiative to market local specialties.**
- **Working with local governments and product associations to simulate local economy.**



Peach Aviation Limited ("Peach", Representative Director and CEO: Takeaki Mori) started offering Online Food Fair on PEACH SHOP ONLINE on July 9. The project supports local growers and producers in different regions.

Department stores in Japan are not able to hold their customary regional food fairs due to the spread of COVID-19, limiting the opportunities for local growers and producers to market their products. For the purpose of solving this situation, Peach will sell local specialties on PEACH SHOP ONLINE. The project is called Delicious Bridge that Delivers Regional Food.

Our first fair features specialties from Kushiro City, Hokkaido. Kushiro is one of Peach's destinations. Peach started flying to Kushiro from Osaka (Kansai) in August 2018, and it will start service from Tokyo (Narita) on August 1 this year.

Peach has always worked on becoming a part of community to stimulate local economies. Peach was able to realize this new initiative, thanks to the support from Kushiro City and the Kushiro Product Association.

About the online food fair, Kushiro city mayor Hiroya Ebina said, "One of the great things about Kushiro is its delicious food including seafood. I hope that this will be a good opportunity for people to enjoy our food and become interested in visiting Kushiro to experience the magnificent landscape and all that we have to offer."

Peach will continue to offer different initiatives and services to our customers through a variety of touchpoints including our cabins, airports, and events, with the theme of "Bridging Your Sky"

Please see the following page for more details on the products.

FEATURED PRODUCTS (Selection)

*Prices include tax. All products cannot be shipped outside Japan.



Salted Salmon Roe from Hokkaido 800g
JPY9,990



Hokkaido Melon Gift Set, Available Only at Peach
JPY8,424



Artisan Salmon (3 Varieties of Fall Salmon, 10 Slices)
JPY4,990



Handcrafted Roast Beef Assortment
JPY6,990

Please visit the Kushiro Online Food Fair page on PEACH SHOP ONLINE for more information.

URL: https://shop.flypeach.com/peach/shop/goods/list.html?cid=kushiro_food