

To Support Local Growers and Producers **SECOND ONLINE FOOD FAIR “NIIGATA”** Project Opened! - Striving for regional revitalization together with local companies -

- With the theme of “A Delicious Bridge linked to the Region”, Peach’s new initiative markets local specialties from Niigata
- Handling a variety of local delicacies, such as Niigata-produced Koshihikari rice, hegi-soba, and sasa-dango



Peach Aviation Limited (hereafter: Peach, Representative Director and CEO: Takeaki Mori) today launched its SECOND ONLINE FOOD FAIR NIIGATA Project*¹ on “PEACH SHOP ONLINE” in support of local growers and producers.

For this second fair, a variety of local delicacies, such as Koshihikari rice grown in Niigata prefecture, hegi-soba (buckwheat noodles), and sasa-dango (Japanese mugwort rice cake with bean paste, wrapped in a bamboo leaf), representative products of Niigata prefecture, are delivered to Peach users nationwide to enjoy at home in cooperation with “Niigata Furusato Village”, which handles numerous Niigata specialties. Please check the following page for further details.

URL for ONLINE FOOD FAIR NIIGATA

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

*Japanese only

In addition to selling local specialties, Peach also strives to contribute to the revitalization of local economies, such as Niigata prefecture, by cultivating interest in Niigata through this project, and directing many more customers to Niigata.

Peach will continue to promote business and offer different initiatives and services to our customers through a variety of touchpoints including our cabins, airports, and events, under the theme “Bridging your Sky”.

Please see the following page for more product details.

<FEATURED PRODUCTS> *Prices include tax

Peach
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A selection of rice varieties grown in Uonuma, Niigata prefecture
3,790 yen



Hegi-soba – the traditional taste of Niigata
4,790 yen



Sasa-dango (10 pieces) – Niigata's famous confectionary
3,490 yen



Peach
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A selection of amazake (sweet sake)
4,390 yen

*1 "Kushiro" was featured in the first fair. Please check the following page for further details.

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