

## Japan Airlines promotes rice flour in premium menus



The rice flour noodle is made in Japan with 100% Japanese rice

Throughout February, [Japan Airlines](#) is offering menu options using Japanese rice flour noodles, "Rice Flour Noodle with Seafood in Starchy Sauce" to passengers in First Class and Business Class on flights from London to Haneda.

The menu is a collaboration between the Ministry of Agriculture, Forestry and Fisheries (MAFF) and the Japan Rice and Rice Industry Export Promotion Association (JRE), a certified export promotion organization for agricultural, forestry and fisheries products and food products, to expand exports of rice flour products.

Speaking in a January 31 statement, Daisuke Hayashi, who supervised the menu, said "Rice flour noodles have a flavor of rice and a different taste from wheat flour noodles. The chewy texture unique to rice-flour noodles makes them suitable for a variety of other dishes as well."