

Japan Airlines unveils exclusive Kuju single malt for inflight sales



Japan Airlines introduces the limited-edition *Single Malt Kuju JAL EXCLUSIVE 2026*

[Japan Airlines](#) is expanding its premium inflight retail offering with the launch of *Single Malt Kuju JAL EXCLUSIVE 2026*, a limited-edition Japanese craft whisky available on international flights beginning May 1.

The release marks the 15th installment in JAL's "Japanese Craft Whiskies" series, an initiative designed to connect passengers with regional producers across Japan while enhancing the onboard experience through curated, high-quality products.

Produced by Kuju Distillery in Oita Prefecture, the whisky reflects the growing global interest in Japanese craft spirits. Established in 2021 by Tsuzaki Shoji, a company with roots in traditional soy sauce brewing and liquor sales, the distillery has quickly gained recognition, including international acclaim for its early releases.

The exclusive expression blends first-fill bourbon barrel malt aged for three years with new American oak malt, creating a balanced profile that combines sweetness with a bold woody character. Tasting notes highlight citrus elements reminiscent of orange, alongside a smooth, sweet finish.

The product will be offered in two formats: a 700 ml bottle available to First and Business Class passengers via inflight sales and pre-order service, and a 200 ml version accessible to all international passengers. Quantities are limited, with purchase restrictions in place to preserve exclusivity.

To further elevate the experience, JAL is pairing the launch with a "Whisky Pilgrimage" campaign that encourages passengers to visit Kuju Distillery. Travelers can earn mileage rewards through check-ins, receive limited-edition merchandise and enter a draw for a private distillery tour, reinforcing the airline's strategy of linking inflight products with destination experiences.

The initiative underscores JAL's broader commitment to premiumization in the passenger journey,

using inflight retail as a platform to showcase authentic regional craftsmanship while creating deeper engagement beyond the cabin.