
BA marks centenary with classic British brands

By **Rick Lundstrom** on May, 1 2019 | Catering





Exclusively developed packaging will ensure that Marmite will not be confiscated by airport security
As part of its 100th anniversary, British Airways is partnering several well-known British brands.

Starting today, coffee lovers can go plastic free with an organic, fully compostable coffee bag from London based roasters, [CRU Kafe](#), which has developed an exclusive three-bean blend that will be

available on [short-haul](#) flights in [Euro Traveller](#). The airline has also launched a centenary edition afternoon tea including a scone, jam and clotted cream for a traditional cream tea experience in the air.

Edinburgh based gin distillers [Pickering's](#) has developed a pour designed for enjoyment at cruising altitude. The 10-botanical blend is available on all short haul flights and through the High Life shop as part of a trio pack. Passengers will also be able to enjoy an English white wine from the Kent countryside as [Chapel Down's](#) 2018 Bacchus is added to the inflight menu. The wine has been bottled exclusively for British Airways.

The airline is also launching a handcrafted, teddy bear by [Merrythought](#). The collectible bear has been named Jarvis, after British Airways' late museum curator, Paul Jarvis. Jarvis Bear has been designed with an anniversary 100 emblem and styled with a vintage scarf.

"We have searched the length of the country to find some of the best of British brands to partner with for our centenary," said Jude Winstanley, British Airways' Head of Ground Products. "We are delighted these limited-edition products will be available to customers on board this summer."

Passengers can also use [Avios](#) to purchase items on board via the British Airways app or with their Executive Club card.

Also for sale is a heart shaped locket by Wales based jewelers, [Clogau](#), containing rare Welsh gold and limited to 100 pieces. There is also a limited-edition [Mulberry Bayswater](#) tote in ruby red with a cobalt blue lining, along with a limited-edition scarf in Mulberry's signature tree pattern in bright navy. Both items have been created to mark 100 years of the airline.

British Airways and [Marmite](#) have also teamed up to create a limited edition travel-sized jar that customers can take in their carry-on luggage. As Marmite is the most confiscated branded food at airport security, the centenary jar is conveniently sized to fit within the liquid allowance.

Earlier this month the airline announced a partnership with Scottish craft brewers, [BrewDog](#), for a transatlantic IPA. The airline has also partnered with luxury British watchmakers [Bremont](#) on the launch of a new limited-edition timepiece, featuring metal from one of the most famous and iconic planes in history - Concorde.