
Brewers mix up beer mash on BA Dreamliner

By **Rick Lundstrom** on April, 18 2019 | Catering



Martin Dickie and James Watt, founders of BrewDogs mashing beer in the Dreamliner cabin

British Airways and Scottish craft brewery, [BrewDog](#), teamed up this month to create a transatlantic IPA to celebrate the airline's [centenary](#), and, in a world first, brewed beer at 40,000 feet.

With the help of British Airways cabin crew, BrewDog founders Martin Dickie and James Watt, started the brewing process on board one of the airline's 787 Dreamliners April 5, while cruising over the north of Scotland.

The brewers mixed water, hops and barley in the onboard beverage makers to start the mashing part of the brewing process. The recipe has been specifically brewed to work in the cabin and adapt to the reduction in taste and smell sensitivity at high altitudes.

Cans of the IPA, named Speedbird 100 after the airline's call sign, will be exclusively available to British Airways customers on board all long-haul and short-haul flights and in selected lounges starting May 1.

"We are hugely excited to have partnered with BrewDog, another British brand that is committed to bringing the best of Britain to the world," said Hamish McVey, British Airways' Head of Brand and Marketing. "Alongside our £6.5 billion investment program we want to work with industry leaders to ensure traveling with British Airways is an unforgettable experience, so this partnership is a fantastic union."

BrewDog, will open their first bar in New York in British Airways' Club lounge at JFK's Terminal 7. Customers will be able to enjoy BrewDog's headline craft beers, along with Speedbird 100. British Airways' new Club lounge at JFK opens this Spring, completing the airline's investment in Terminal 7.

James Watt MBE, BrewDog's co-founder, added: "It's been incredible to be able to partner with British Airways in their centenary year and create a completely new beer for their customers."

Martin Dickie MBE, BrewDog's co-founder, added: "The key thing is that the bitterness and fruit flavors aren't really affected by the altitude, so we wanted to play on those two things and ramp up the sweetness. We really hope British Airways customers love Speedbird 100 as much as we do."

Passengers will be able to watch the 'making of Speedbird 100' on the airline's inflight entertainment system through July.