
Air Canada introduces Signature Service

By **Rachel Debling** on April, 27 2018 | Airline & Terminal News



Air Canada's Want Les Essentiels kit, created by BUZZ, with cosmetic products by vitruvi

On April 17, 2018, the new [Air Canada](#) Signature Service launched in the premium cabin of the airline's wide-body aircraft. Though currently only available on international flights, the service will be extended to select flights within North America in June, when premium customers on select nonstop, transcontinental flights within Canada and to the U.S. will be able to take advantage of lie-flat seats, a first for a North American airline.

Priority service will be available for Air Canada Signature Service passengers from the start of their journey until the end, with perks such as select airport concierge services, faster check-in and security clearance, priority baggage handling and preferred boarding. Access to the Air Canada Maple Leaf Lounge and the Air Canada Signature Suite (for eligible Premium customers traveling from Toronto's Pearson International Airport to international locations) are also added benefits. The Suite serves eligible guests a complimentary menu created by [Chef David Hawksworth](#).

Benjamin Smith, President of Passenger Airlines, Air Canada, noted in an April 17 statement: "Our new Air Canada Signature Service and Air Canada Signature Class brands reflect the ongoing refinements to our premium travel service. We know our premium customers traveling on longer flight itineraries place a high value on convenience and comfort when in airports or on board an aircraft, and with Air Canada Signature Service we guarantee a level of service unsurpassed in North America on every wide-body flight."

Several new amenities have also been introduced by the airline, including new onboard menu items

from Chef David Hawksworth; a South Asian menu by [Chef Vikram Vij](#) on flights to Mumbai and New Delhi; a larger wine selection from sommelier Véronique Rives; restaurant-quality tableware; enhanced amenity kits with Canadian brands [Want Les Essentiels](#) and [vitruvi](#), designed by [BUZZ](#); and mattress pads.

Later this year, Air Canada will also offer guaranteed Air Canada Valet Service, powered by [BMW](#), for customers in a premium cabin on domestic flights arriving at Toronto-Pearson who have international connections. A fleet of BMW sedans will be available to transfer eligible guests over the tarmac to their connecting flight, ensuring a smoother and uninterrupted transition on the journey to their final destination.