
JetBlue serves mustache-shaped cookies from Belgian Boys

By **Rachel Debling** on April, 23 2018 | Food & Beverage



[Belgian Boys](#)' Mini Cookie Stash - Choc 'O Chip Cookies will be offered as a complimentary inflight snack on all [JetBlue](#) flights, in all cabins, as of May 2018.

Greg Galel, Founder of Belgian Boys, commented in an April 23 release: "Chocolate Chip cookies continue to be an American favorite across all audiences. We are proud to be adding a millennial twist on the classic biscuit, with the introduction of bite size mustache shaped Choc 'O Chip cookies."

The cookies are nut-free, non-GMO and kosher, and don't contain any artificial flavors, colors or preservatives. The 1 oz. pouches contain less than 140 calories and feature Skinny and Chubby, Belgian Boys' familiar icons.

Galel continued: "It is an honor for us to be partnering with JetBlue as we bring our newest product 1

introduction to life. It is a great opportunity to bring Europe's finest flavors to the US by offering premium ingredients and the highest level of quality to today's modern-day consumer."

Elizabeth Windram, vice president of marketing at JetBlue, also commented. "Innovating the onboard experience continues to be a key focus for us at JetBlue, Our team spends a lot of time curating the variety of complimentary snack options we serve on board. We are excited to add Belgian Boys to our offerings and introduce their newest product - Choc 'O Chip Mini Cookie Stash - to JetBlue customers."

Belgian Boys has also tied a charity endeavor into the product launch. Passengers are encouraged to rock their cookie "stash" on social media and nominate a charity of their choice for a donation of part of the products' proceeds. For more info on how to enter, visit the Belgian Boys [website](#).

"With the introduction of our mustache-shaped chocolate chip cookies, we seek to involve the consumer and raise awareness for their affiliated charities," noted Anouck Gotlib, creative director at Belgian Boys. "The combination of a high-quality product and a charitable initiative, offers a way to both share our European treats and engage consumers. Launching this product on JetBlue serves as the perfect platform, in keeping with our company values, and giving back to the community."