

JetBlue reimagines domestic First Class with BlueFirst™



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[JetBlue](#) has unveiled details of BlueFirst™, the airline's new domestic First-Class experience. Available for booking this fall, BlueFirst builds on the airline's JetForward strategy by introducing specially designed seating for passengers seeking added comfort, advanced seatback technology with seatback ordering and premium amenities.

"Domestic first class has become easy to predict. We think it's time for a fresh take," said Joanna Geraghty, Chief Executive Officer, JetBlue. "Customers are increasingly looking for more premium experiences, and BlueFirst gives them an elevated experience that feels distinctly JetBlue, with thoughtful touches, caring service and great value. It's another way we're bringing our JetForward strategy to life and giving customers more reasons to choose JetBlue."

With the first aircraft debuting later this year, BlueFirst draws from the best of JetBlue's hospitality combined with an elevated level of comfort, with highlights including:

- **Custom comfort by Tuft & Needle®:** JetBlue has reimagined traditional First-Class comfort with specially designed seats featuring Tuft & Needle's T&N Flex™ foam. These optimized plush seats are designed to offer each passenger personalized support and responsive pressure relief throughout the flight.
- **Recline and relax:** Arranged in a two-by-two configuration, BlueFirst seating will offer five inches of recline and up to seven inches of additional legroom compared to JetBlue's Main seats for a comfortable and relaxing travel experience.
- **Enhanced entertainment:** Each seat will feature a 13.3-inch seatback screen complete with Bluetooth connectivity, allowing passengers to pair their own wireless headphones directly to the seatback entertainment systems. These advanced screens will include JetBlue's newest iteration of Blueprint by JetBlue™, the airline's personalized inflight experience platform.
- **Powering up, staying connected:** Each seat will also feature in-seat USB-A, USB-C and 110VAC power to keep devices charged, and complimentary Fly-Fi® high-speed internet continues to make streaming and staying connected easy from gate-to-gate.
- **Settle in and unwind:** On overnight flights, BlueFirst passengers will receive a cozy blanket and snooze kit designed to make it easier to settle in, unwind and arrive feeling refreshed.

"[Passengers] told us loud and clear that comfort matters most, so that's where we started. We worked with Tuft & Needle to create an added level of comfort that makes BlueFirst feel different from the moment you sit down," Geraghty said.

Premium with personality

Throughout the journey, passengers can expect a service style that balances polished hospitality with JetBlue's signature caring approach, the airline said. Features part of the onboard service include:

- **Inflight ordering:** As part of its Blueprint by JetBlue inflight entertainment upgrade, BlueFirst will introduce seatback ordering and an interactive "Mixologist Mode," allowing passengers to create a custom cocktail by choosing their spirit, mixer and flavorings, sending their order directly to the inflight crewmembers. Passengers can also use their seatback screen to select meals and browse onboard products.
- **Curated dining and snacking:** BlueFirst introduces FirstFare, a fresh spin on dining at 35,000 feet, with thoughtfully composed meals served in a custom bento-inspired box. On flights 899 miles or longer, each FirstFare selection brings together an entrée, side and dessert. Passengers can choose from options like sweet or savory crepes or sesame noodles with beef or tofu, to name a few, for a flavorful meal designed to delight. Throughout every flight, BlueFirst travelers can enjoy a selection of rotating premium snacks from brands like Sockerbit, Tosi, Wholesome Bakery, Pop Daddy Snacks and Cape Cod Chips, with selections varying by flight and route.
- **Specialty sips:** The beverage experience on BlueFirst comes with sommelier-selected wines from New York's Parcella, specialty coffee from Cometeer and Joe Coffee, and premium Smith Teamaker teas. Premium glassware from Fable and artist-designed coasters, created in collaboration with New York City illustrator Danielle Rose Fisher, balance an experience that feels both elevated and approachable.
- **Priority:** BlueFirst passengers will receive group one boarding, dedicated overhead bin space, priority check-in and access to an expedited lane to the security checkpoint at more than 30 airports.

"Traditional First-Class food and beverage can feel stuck in the past. BlueFirst is our way of refreshing the experience for today's traveler. From creating your own cocktail and ordering right from your seatback screen, to a thoughtfully crafted seat that offers responsive comfort, we're making the

experience more personal, modern and fun. Premium should feel special, not stuffy,” Geraghty said.