

Singapore Airlines elevates Premium Economy with updated menu and amenity kits



Singapore Airlines Premium Economy Amenity Kit from Out of the Woods

[Singapore Airlines](#) (SIA) has unveiled its revamped Premium Economy Class inflight experience, which includes an expanded selection of food and beverage options and a new amenity kit. These will be available on flights from 31 March 2024, the press release said.

Premium Economy Class passengers will now be offered a glass of Charles de Cazanove Brut Tradition NV champagne shortly after take-off. They will also receive a hard copy menu card that lists a variety of meal, snack and beverage options that are available inflight. The selected meals will be served in custom porcelain Premium Economy Class tableware.

On flights that are seven hours or longer, a new Out of the Woods amenity kit, designed exclusively for Premium Economy Class passengers, will be available from the end of March.

These kits and menus mark the first comprehensive revamp of SIA's Premium Economy Class inflight experience since this cabin class was introduced in 2015.

"Since its introduction in 2015, Premium Economy Class has become popular with our customers. They appreciate the added amenities, heightened comfort, and the extra personal space it offers, all

at an excellent value,” said Yeoh Phee Teik, Senior Vice President Customer Experience, Singapore Airlines. “At Singapore Airlines, though, our philosophy is to never stand still. We regularly gather customer feedback and conduct market research, learn more about the evolving value drivers for travellers, and find innovative ways to continue delivering a personalized and world-class in-flight experience.”

He added, “Based on these insights, we have undertaken this comprehensive revamp of our Premium Economy Class in-flight offerings, which we believe will delight our customers. The result reflects Singapore Airlines’ dedication to enhancing the Premium Economy Class experience to a class of its own.”

Inflight menu for Premium Economy

SIA has added more than 200 new appetizers, main courses and desserts to the menu as part of this Premium Economy Class meal expansion. Premium Economy Class meals will consist of a seasonal appetizer, main course, bread and dessert along with cheese and crackers, served on a full-sized tray.

Upgraded bread options will also include croissants for breakfast or garlic bread rolls for lunch, dinner and supper.

Passengers can choose from two premium main course options, either international or Asian cuisine, on every flight. These dishes include options such as Beef Bourguignon served with bacon, mushrooms, vegetables and potato gratin, Bak Chor Mee (minced pork noodles) and Thai-style Crab Curry. This is served with a combination of jasmine rice and brown rice, alongside seasonal vegetables with egg.

Passengers can choose from the expanded Book the Cook menu, which features up to 20 dishes available on rotation, for pre-order at least 24 hours before departure. This includes the Singapore Style Seafood Hor Fun and Chicken Biryani, as well as additions such as the Slow Braised Lamb Ragout, Sake Teriyaki (salmon in teriyaki sauce) and plant-based wellness dishes such as Mushroom Eggplant Meatballs.

The updated dessert menu features Chocolate Feuilletine Cake, Mascarpone Cream Cake and Apple Crumble Cheesecake. Meals are accompanied by a small bar of chocolate, cheese and crackers.

All Premium Economy meals will be served in contemporary stoneware glazed porcelain tableware. These will be presented to passengers on a linen-lined tray with neatly tucked silverware.

A selection of wines and Champagne, curated by SIA’s panel of wine experts exclusively for the Premium Economy Class cabin, will be available to complement the updated menu offerings. In addition to the Charles de Cazanove Brut Tradition NV champagne, passengers can choose between the 2023 Wairau River Sauvignon Blanc and the 2022 St Hallett Faith Shiraz. An extensive selection of spirits including whisky, gin, vodka, signature cocktails like the Singapore Sling and a variety of beers, will also be available.

Peppermint and Chamomile teas and hot chocolate from Cadbury have also been added to the non-alcoholic beverage selection.

There will also be new snack options onboard such as almonds and cashews. These are in addition to existing snacks available, such as potato chips, assorted buns, sandwiches, muffins and flavoured popcorn.

Premium Economy Class amenity kit

SIA has partnered with [Out of the Woods](#), a US-based manufacturer of eco-friendly and sustainable lifestyle products, to introduce an amenity kit for Premium Economy Class passengers.

The amenity kit bag is made from eco-friendly Forest Stewardship Council (FSC)-certified kraft paper fabric. Inside, passengers will find eyeshades and slippers made from recycled PET material. The kit also includes a lip balm packaged in biodegradable material.