Alaska and Hawaiian roll out summer drinks



Alaska Airlines and Hawaiian Airlines' beverage lineup rolling out this summer enhances the onboard experience across both brands, with elevated offerings in every cabin, including a world-class international business class wine program

Just in time for summer travel, Alaska Airlines and Hawaiian Airlines are unveiling a thoughtful, hand-selected beverage lineup designed to enhance every journey no matter where passengers are seated.

Headlined by a world-class international Business Class wine program and the debut of Stumptown Copilot Cold Brew on select domestic flights, the refreshed offerings bring together premium global producers and standout West Coast brands for a distinctly modern onboard experience.

"As summer travel ramps up, we are excited to introduce a beverage program that truly reflects what today's guests are looking for when it comes to quality, craftsmanship and sense of discovery," said Mark Krolick, Managing Director of Products and Guest Experience at Alaska Airlines. "Designed to enhance the onboard dining experience in every cabin across both Alaska and Hawaiian, these offerings reflect our commitment to delivering exceptional quality while highlighting brands connected to the West Coast, Hawai'i and beyond."

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Stumptown Copilot Cold Brew will be complimentary for Alaska's First Class and Premium Class passengers and available for purchase for travelers seated in the Main Cabin

Summer takes off with first-of-its-kind cold brew
Alaska Airlines is expanding its partnership with Stumptown Coffee with the debut of Stumptown Copilot Cold Brew, now offered exclusively on board select domestic Alaska and Reykjavík routes. Crafted in small batches using ethically sourced beans, the bright, full-bodied cold brew features a smooth, chocolatey finish and just two ingredients: coffee and water.

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"In 2011, our first cold brew stubby took Stumptown beyond the café. Now, with Copilot Cold Brew and our partners at Alaska, we rae taking Stumptown cold brew to new heights. We hope you enjoy the ride," said Kelly McCann, Senior Manager of Product and Innovation at Stumptown.

A world-class wine experience in Business Class
Whether flying on Alaska or Hawaiian, passengers traveling internationally this summer will enjoy a thoughtfully curated wine selection designed to complement the onboard dining experience. With sophisticated flavor profiles designed to pair with the airline's multi-course menus, this investment across both brands underscores a shared commitment to delivering a premium, restaurant-quality food and beverage experience in the sky.

Highlights include: Louis Roederer Collection Champagne: a refined, estate-produced champagne with bright citrus, stone fruit and delicate toasted notes; Stag's Leap Wine Cellars Armillary Cabernet Sauvignon: rich and expressive, with layers of dark fruit and a luxurious finish; Paul Hobbs Russian River Chardonnay: vibrant and balanced, with crisp orchard fruit, citrus zest and subtle spice.

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Hawaiian is launching its Tide & Vine wine program in the Main Cabin in support of ocean restoration efforts through a partnership with Mālama Maunalua

A taste of place, with purpose

Hawaiian Airlines is introducing Tide & Vine, a Main Cabin wine offering inspired by the spirit of the Islands and the ocean that surrounds it. Available on board now, the Tide & Vine program includes a red blend, white blend and brut bubbles, each crafted to bring a sense of place to the inflight experience.

Beyond the glass, a portion of the proceeds from the Tide & Vine program support Mālama Maunalua, a nonprofit dedicated to restoring and protecting O‘ahu’s Maunalua Bay. The partnership builds on Hawaiian’s existing relationship with Mālama Maunalua through the airline’s Team Kōkua volunteer program, deepening a shared commitment to caring for the ocean that connects communities. In recognition of World Oceans Day, approximately 25 volunteers from Hawaiian and Tide & Vine joined Mālama Maunalua to help pull invasive algae from the nearshore waters of Maunalua Bay. Volunteers extracted more than 260 pounds of gorilla ogo, prickly seaweed and leather mudweed. Over the past 17 years, Mālama Maunalua’s “Great Huki Project” has removed 4 million pounds of these invasive species from 27 acres of the bay.

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