

British Airways adds a touch of sparkle with new English wines



The four English Sparkling wine options have been carefully selected by the airline's Master of Wine [British Airways](#) is introducing award-winning English Sparkling wines in its Club World (Business Class) cabin so passengers can enjoy the "best of British" bubbles at 35,000ft.

The airline's Master of Wine has worked carefully with several award-winning wineries to source, taste and select a range of English Sparkling wines for travellers to sample in the comfort of their seats. The introduction of four English Sparkling wines in Club World will be a first for the airline, previously only available in the airline's First Class cabin with Hattingley Valley from Hampshire.

The four English Sparkling wine options will be available on a rotational basis, changing every three months. Passengers can choose from two sparkling options when travelling in Club World, including the current Champagne resident Heidsieck & Co. Monopole Silver Top Non-Vintage Champagne, and now an exclusive English Sparkling wine option.

The first English Sparkling wine will be the [Digby Fine English Brut NV](#), which has over three years' maturation, giving it great complexity and finesse for customers to savour. This wine pairs well with delicate dishes on the airline's Club World menu, such as the grilled cod with sweet potato mousseline, mozzarella mezzaluna or an after-dinner selection of cheeses.

From July, the airline will serve the [Balfour Rosé de Noirs](#), grown on the Balfour Hush Heath Estate in Kent and made only from red grapes. This lighter rosé sparkling wine is an exclusive blend for British

Airways, making it only available for passengers in the airline's Club World cabin.

Later in the year, [Simpsons Chalklands Cuvee Brut NV](#) from Kent will be available from October for three months. This epitomizes English elegance and is pale gold in colour, with delicate notes of crisp green apple. Finally, [Wiston Estate Brut NV](#) from the South Downs is refreshing in flavour with citrus and toasty notes and will be available for travellers to try in the airline's Club World cabin from January 2024.

British Airways' Director of Onboard Experience, Sajida Ismail, said, "We know English Sparkling wines have attracted international acclaim over the years and are only growing in popularity, so we're really excited to offer our customers English Sparkling wines in our Club World cabin."

"We're really proud to work with four of the very best wine producers across England to celebrate British provenance and bring exclusive sparkling options for customers to try for themselves on board."

The airline continues to spotlight a destination through its premium wine selection, celebrating a different destination in its network each quarter. In April, the airline will spotlight wines from the regions surrounding the city of Porto, Portugal, in its Club World and First cabins, including Anselmo Mendes' Muros Antigos Loureiro Vinho Verde and Casa Ferreirinha's Callabriga Douro.

Elsewhere, British Airways continues to elevate its drinks portfolio with the launch of Whispering Angel Provence Rosé and The Pale, curated from the same Château d'Esclans vineyards. Customers can enjoy these varieties across its lounges at London Heathrow and London Gatwick.

British Airways recently introduced [new seasonal menus](#) across its cabins to celebrate Valentine's Day and promote the best British cuisine. It is launching Easter and Eid menus over the coming weeks. The airline has also been trialling menu variations and service styles with its cabin crew to ensure they meet customers' expectations.