

British Airways expands Grind partnership with bespoke inflight coffee blend



Grind coffee service onboard British Airways highlights the premium inflight beverage experience in Business Class

[British Airways](#) is expanding its partnership with [Grind](#) to introduce a bespoke coffee blend designed specifically for inflight service, enhancing its premium cabin and lounge beverage offering.

The blend has been developed to deliver optimal flavor at cruising altitude, where taste perception can be affected. It will be served across Club Europe and Club World cabins, while First Class passengers will be offered espresso-based options prepared to preference using Grind's signature blends or decaffeinated pods.

Created in collaboration between British Airways' Master of Wine Tim Jackson and Grind's Head of Coffee Howard Gill, the blend uses specialty-grade Arabica beans sourced from Brazilian estates. The dark roast profile features notes of chocolate, hazelnut and toasted pecan, tailored to deliver a rich, full-bodied cup in the air.

Grind's coffee will also be available across the airline's U.K. lounges, where passengers can access barista-style self-serve options. The rollout is expected to expand across the global lounge network, providing a consistent coffee experience from ground to air.



Grind's bespoke coffee blend is served in British Airways' Club World cabin, designed to deliver optimal taste at altitude

"We are proud to be the first airline to serve Grind in the skies and take our partnership further by bringing this Shoreditch-born favorite to millions of customers," said Jackson in the release.

The expanded partnership builds on British Airways' existing buy-on-board collaboration with Grind, which continues to offer a range of coffee products in Euro Traveller through the High Life Café, including iced and hot beverage options.

The initiative forms part of a broader multi-million-pound investment in the airline's beverage portfolio, which also includes enhancements to its wine and tea offerings. British Airways says the strategy aims to elevate the onboard dining experience while showcasing British brands and quality.

With more than 90 tonnes of coffee served onboard and in lounges last year, the airline continues to prioritize beverage innovation as a key element of the passenger experience.