

Hawaiian Airlines adds Kō Hana Rum cocktails to inflight beverage menu



The Kō Hana Rum cocktails are available for purchase on select Hawaiian Airlines flights. Image credit: Kō Hana Rum

Hawai'i rum maker Kō Hana Rum and [Hawaiian Airlines](#) are teaming up to offer a modern take on classic cocktails as part of the airline's inflight beverage menu. As of December 1, passengers travelling in the main cabin on Hawaiian Airlines flight can enjoy [Kō Hana Rum](#) craft cocktails, including a tangy Pineapple Daiquiri and a modern twist on a Mai Tai, both made with fresh ingredients and Hawaiian Agricole rum, sourced from a farm in O'ahu.

In its press release, Hawaiian Airlines said the Mai Tai is made with two Kō Hana rums, bright orange and lime flavours and a hint of orgeat. The Pineapple Daiquiri has notes of fresh pineapple, lime and a Kō Hana white rum. Both options are available to purchase on select flights with the airline.

"Providing our guests with a genuine, unparalleled Hawai'i travel experience is what we do best, with island-made products the centerpiece of our award-winning service and hospitality. We've admired Kō Hana Rum since its beginnings and are proud to call them our newest local product partner," said Renee Awana, managing director of product development at Hawaiian Airlines.

"At Kō Hana, we have always cherished the spirit of collaboration with local businesses, but partnering with Hawaiian Airlines takes our commitment to a whole new altitude. This collaboration not only elevates the in-flight experience but also celebrates the essence of Hawai'i and creates unforgettable memories from departure to arrival," said Tiffany Tubon, brand manager at Kō Hana Rum.

Kō Hana Rum first collaborated with Hawaiian Airlines are part of [Mana Up's](#) accelerator program. Hawaiian Airlines has been a part of Mana Up since 2017, partnering with small businesses in Hawai'i to elevate local products.

Hawaiian Airlines' partnership with Kō Hana aligns with its goals of supporting local food and beverage companies. Last year, 32 percent of the airline's catering budget went towards Hawai'i-produced items served on flights departing the islands. Hawaiian Airlines aims to spend 40 percent of its catering budget on Hawai'i-produced products by 2025.

Kō Hana Rum was founded in 2014 and is a farm-first business and growing agricultural employer. While the majority of rum in the world is made from molasses, the waste product of industrial sugar, Kō Hana Rum farms sugarcane for its products.

"Our Agricole style celebrates the sugarcane – akin to a winery loving the grape," said Kyle Reutner, General Manager at Kō Hana Rum.

The rum is aged in custom American Oak and Hawaiian Koa wood barrels, sustainably sourced. The sugarcane-derived rum in Kō Hana's cocktails is now part of the Hawaiian Airlines inflight dining experience.