

JetBlue teams with Dig for London route launch



Fresh, seasonal ingredients take center stage on JetBlue's transatlantic menu, which will launch this summer

JetBlue has partnered with [Dig](#) to bring its signature build-your-own dining concept – JetBlue's first complimentary meal planned for its launch this year with flights to London this summer.

"JetBlue's transatlantic food offering will put the customer in control, allowing them to customize their own meal right on their seatback screen," said a release from the airline

The Dig menu will feature a seasonal selection of proteins, vegetables and grains sourced in part from minority and women-run farms, as well as Dig's own farm, Dig Acres in upstate New York.

Passengers will have the option to choose one of three main selections including a protein or vegetable that comes with a base, and two out of three hot and chilled side options. Menu items will feature hearty offerings, such as roasted chicken thigh over a base of brown rice with herbs and spiced eggplant over coconut cauliflower quinoa. Sides include Dig's popular mac and cheese and a mixed heirloom tomato salad sourced directly from Dig Acres. For morning departures, the menu will include a mix of sweet and savory breakfast dishes, including a mixed berry bread pudding and citrus salad with local honey.

Additional food and beverage offerings for core customers will include:

- Specially designed onboard Pantry with a self-serve grab & go snack basket for customers to enjoy throughout their flight.
- Complimentary soft drinks, coffee, tea, beer, wine and liquor.
- A dessert for a sweet treat post-meal, and a light bite prior to arrival.

JetBlue will serve its meals in reusable containers and provide customers with cutlery made from a natural polymer.

“When we shook up premium travel with Mint, one of the biggest ‘wow’ moments for our customers was our fresh take on dining. Great food doesn’t have to be limited to the premium cabin, and our customers in core also deserve a dining experience that is thoughtfully prepared and offers choices,” said Jayne O’Brien, head of marketing and loyalty at JetBlue. “Dig has earned a big following in New York, Boston and Philadelphia, where customers love the fresh ingredients and customizable concept. We wanted customers in the air to have the same freedom to design their own meal, just like they would if they were dining at a Dig restaurant.”

Other features of the airline’s A321LR transatlantic service can be found [here](#).