

KLM serves orange-themed dessert to mark summer sports season



The orange desert by KLM. Orange is the national color of the Netherlands and a symbol of Dutch pride, closely associated with major international sporting events

As the summer sports season gets underway, [KLM](#) is bringing a touch of celebration onboard with a limited-time orange-themed dessert for passengers traveling to Amsterdam from North America.

The airline announced that from June 7 through July 25, passengers on flights from the United States, Canada and Mexico will be served a special orange dessert designed to capture the festive spirit of the season and the excitement surrounding international soccer.

The onboard offering forms part of KLM's broader "Orange Summer" campaign, which launched on June 4 alongside a series of sporting events and activations in the Netherlands. Orange, the national color of the Netherlands, is a familiar symbol of Dutch pride and is often associated with major international sporting tournaments.

By incorporating the themed dessert into its inflight service, KLM is extending the celebration beyond the ground, giving passengers a taste of the festivities before arriving in Amsterdam.

The dessert will be available on eligible flights throughout the seven-week promotional period, adding

a seasonal touch to the airline's onboard dining experience.