

SAS partners with Lykke Coffee Farms for onboard coffee



Lykke Coffee Farms and SAS are partnering to bring coffee developed for the inflight experience to passengers

[SAS](#) is partnering with [Lykke Coffee Farms](#) to bring a freshly brewed coffee experience onboard, developed specifically for passengers drinking coffee at 35,000 feet.

Starting in February 2027, travelers across the SAS network will be served coffee created through the collaboration. The partnership brings together two Scandinavian companies with a shared focus on quality, responsibility and passenger experience.

Coffee plays a central role in Scandinavian culture, from everyday meetings to travel. While the partnership has strong roots in Sweden, Denmark and Norway, Lykke Coffee Farms works directly with coffee producers and communities around the world.

Lykke was founded with the ambition that no one and nothing should be harmed for people to enjoy a cup of coffee. The company runs and owns coffee projects together with farmers who are also partners in the business, giving it control across the value chain.

For Lykke, the SAS partnership is about making one of the most familiar moments of the journey, the served cup of coffee, more considered and more distinctly Scandinavian.

“Coffee is such a natural part of Scandinavian life, and for us at Lykke, it is an amazing opportunity to bring that culture on board SAS, to the staff in the air and on the ground, and to share our passion for how coffee should be produced,” said Johan Damgaard, Chief Executive Officer of Lykke Coffee Farms.

Damgaard said the partnership is also an opportunity to connect travelers with the people and places behind the coffee, while showing that good coffee can also support people and the planet.

Ingela Alveman-Borgström, Head of Onboard Product and Services at SAS, said improving onboard quality is a key priority for the airline.

“Together with Lykke, we are raising the bar for coffee and tea across our network, bringing passengers a premium beverage experience in the air and in the lounges,” said Alveman-Borgström.

She said Lykke works directly with farmers in Uganda, without intermediaries, toward 100 percent sustainably sourced coffee with full traceability from farm to cup.

The partnership will gradually expand beyond the onboard coffee service. The full SAS and Lykke concept is expected to follow later in 2027, when passengers will also be able to enjoy the new coffee in SAS lounges.

Through selected offers and an extended partnership, SAS travelers will also be able to earn EuroBonus points through coffee purchases. Coffee and other products will be available through the SAS Lykke platform.

The companies said the partnership marks the beginning of a long-term Scandinavian collaboration built around a cup of coffee designed to taste good and do good.