

# Avianca launches buy-on-board program



Avianca has launched its first buy-on-board program, giving passengers greater control over what they pay for

Columbian airline [Avianca](#) has added a new buy-on-board program in collaboration with retail sales specialist [Versilia](#).

Launched on 1 December, the service includes more than 40 beverage options, snacks, combos and comfort products such as blankets, many of which have been tested and selected by passengers over a six-month period.

The new sales program will be available for domestic flights in Colombia and Ecuador and international flights within the Americas, while onboard service on flights to and from Europe and on the Bogota-Los Angeles-Bogota route will remain included in the ticket fare.

"We want customers to continue to decide what they want to pay for, so we are now giving them the option to choose their food on board," said Frederico Pedreira, Chief Operating Officer of Avianca in a statement.

"We are introducing a new inflight sales offer with more than 40 options that are in line with our purpose of offering an increasingly personalized product since through our fare scheme, our customers already choose how to fly and now they will be able to choose what to eat among the

clouds. This is how we continue to keep in tune with the industry and the customer and consolidate our vision of being an Avianca for All."

The onboard service will be phased in as more products are added with more means to pay.

As part of its efforts to support and promote local initiatives, the airline is inviting entrepreneurs from Colombia, El Salvador and Ecuador to be part of its in-flight sales program.