

Global Airlines serves up partnership with Laurent Perrier



GLOBAL
AIRLINES

CHAMPAGNE
Laurent-Perrier
MAISON FONDÉE
1812

Laurent Perrier will serve up its brands onboard Global Airlines A380 fleet from next year

British airline start-up, [Global Airlines](#), has announced [Laurent Perrier](#) Champagne will be the premier brand on its Transatlantic flights.

The airline, which is scheduled to commence services from London Gatwick to New York and Los Angeles from Spring 2024, is working with the champagne house to provide a wide selection of their products on its fleet of four A380s.

As Global starts to recruit and train cabin crew, the two organisations will work to ensure that each glass is “poured to perfection” and accompanied by complimentary canapes with an ambition to “provide the best champagne service in the sky.”

Commenting upon the partnership, James Asquith, CEO and Founder of Global Airlines said in an August 7 statement: “A great champagne is a huge part of an amazing onboard experience, and I am delighted that Laurent Perrier has agreed to be our partner.

“It is a brand that is known the world over, and our intention is to offer LP brands to passengers across our three cabins, and, if we can make it work, that absolutely includes in economy.

“We are committed to providing the best food and beverage offer on Transatlantic services and more exciting announcements on this are in the pipeline.”

Laurent Perrier La Cuvée was the exclusive champagne of the airline’s “Welcome Onboard” event on July 27 at Kettner’s, Soho House.

Speaking on behalf of Laurent Perrier, their Travel Retail Director Jean-Christian de la Chevalerie said: “Global’s vision for air travel is compelling, and one that perfectly aligns with Laurent Perrier’s.

“In the months ahead, we look forward to working with James and his team on selecting a range of our award-winning champagnes, but not only that, exploring how we can make this a really unique, meaningful, partnership that excites our customers.”

The Welcome event also saw Global Airlines announce its partnership with [American Express](#) on payments processing and on curating exclusive benefits for cardholders.

Amex Cardmembers will be among the very first to book seats on Global Airlines and benefit from exclusive offers and promotions, including fly-drive offers, hotel stays, and restaurant bookings.

Dan Edelman, Vice President and General Manager, UK Merchant Services at American Express, said: “We’re committed to ensuring that Amex is accepted wherever our Cardmembers want to spend, so are delighted to bring them the opportunity to be among the first passengers on Global Airlines. With our long history in travel, this new partnership is hugely exciting for us.”