

# Saudia introduces Saudi Coffee Cup collaboration with Culinary Arts Commission



Saudia's collection of Saudi Coffee Cups to welcome Business Class passengers

[Saudia](#) has launched the "Saudi Coffee Cup" initiative in collaboration with the [Culinary Arts Commission](#). This distinctive collection of handcrafted cups will be offered as part of the airline's traditional welcome service for Business Class passengers, along with Saudi coffee and dates.

The cups are crafted in five distinct designs, each representing the main regions of Saudi Arabia. The central region's design features clay buildings and palm trees, representing its traditional landscape. The western region's cup reflects the iconic Taifi rose alongside seashells and corals, showcasing its coastline.

The eastern region's cup is decorated with Calligonum Al Arta, a symbol of the unique flora found there. The beauty of the north is represented by olive trees on the cup design, while the southern region's rich cultural heritage is represented with Assiri patterns.

Cups featuring the traditional designs will be offered to passengers travelling on select routes beginning on July 7, eventually expanding to all routes.

The initiative reflects Saudia's efforts to enhance the travel experience and embrace national identity and culture.