

# American Airlines launches at-home wine experience

Each year, a team of wine experts carefully reviews nearly 2,000 bottles to select those that will join the [American Airlines](#) wine program.

Now, anyone 21 years or older can have wines delivered with American's new Flagship® Cellars at-home wine experience.

"American has built a reputation for its thoughtful selection of award-winning wines that represent unique regions and flavors from around the world," said a release from American. "Flagship Cellars is a wine passport to the world with flexible wine subscriptions or build-your-own case options."

The curated collection features exclusive ultra-premium wines at a lower price and with AAdvantage® mileage benefits.

"For wine lovers around the world, wine provides a deeper connection to the places they enjoy visiting," said Alison Taylor, Chief Customer Officer at American, in today's announcement. "We created Flagship Cellars to provide more ways for customers to enjoy our Flagship wine even if they aren't flying in one of our premium cabins."

American will hand-pick wines from its Flagship wine collection, chosen by a master sommelier exclusively for American. They can build their own custom box, or purchase a monthly wine subscription which includes three wines for \$99.99, including delivery.

Subscriptions may be for a limited time (while supplies last) and can be canceled at any time. Introductory offer includes an extra complimentary bottle of wine. Program and availability limitations on orders vary by state. In addition, members of the American Airlines AAdvantage® loyalty program can earn two miles per dollar spent on every order when they provide their AAdvantage number during checkout (excluding taxes, shipping and fees).

Twice a year, the wine experts identify top selections based on their notes and historical data on what has been most popular with customers around the world. The team meets to blind taste wines before presenting final options to a variety of American team members to solicit feedback and identify which wines are best suited for onboard and in lounges.