

Air India unveils refreshed beverage collection



Air India's updated beverage collection brings refreshed selections to each cabin class

[Air India](#) has unveiled a refreshed beverage collection, one that brings together some of the world's most celebrated wines and spirits at 35,000 feet on international routes. This premium ensemble of globally acclaimed labels has been curated to elevate the inflight experience, the January 23 press release said.

The updated selection features a fine balance of classic wines, innovative new-world labels, and rare, aged spirits, all curated to cater to the refined palates of today's discerning traveller. A cornerstone of this upgrade is the exclusive "Regional Wine Program," designed to offer a true taste of the destination you're flying to. Cabin crew have undergone specialized sommelier-style training to guide guests through personalised recommendations during their journey to an international destination.

In a category-first for Indian aviation, Air India now serves tequila onboard, featuring 1800 Reserva Añejo from Mexico. The spirits lineup also includes India's celebrated Rampur Double Cask single malt reinforcing Air India's dedication to championing Indian craftsmanship on the world stage.

First Class

The "First Class" experience will allow passengers to savor an ultra-premium selection; a few of the labels include the likes of Aberfeldy 21 YO Single Malt from Scotland, Hennessy VSOP Cognac, Charles Heidsieck Blanc de Blancs Champagne, Pian della Vigne Brunello di Montalcino by Marchesi Antinori from Italy, and Classic Burgundy Chardonnay. Reserved exclusively for the airline's flagship cabin, these choices are complemented by an extended premium portfolio.

Business Class

Business Class passengers can look forward to an enriched wine and spirits program featuring Roku Gin from Japan, Charles Heidsieck Brut Champagne, Bottega Gold Prosecco, Albert Bichot Moulin-à-Vent, Château Teyssier Saint-Émilion Grand Cru, Birra Moretti beer from Italy among other labels.

Premium Economy Class

For the first time, travelers in Premium Economy will be welcomed with a celebratory pour of Villa Sandi Il Fresco Prosecco shortly after take-off, adding a touch of sparkle to elevate the experience.

Economy Class

Economy Class passengers can enjoy a well-rounded selection including classic Bordeaux white and red wines, Dewar's Blended Scotch, Bombay Sapphire Gin from England, Absolut Vodka from Sweden, Caribbean Rum, Heineken beer from the Netherlands, and India's most loved lager Kingfisher Ultra to name a few.

"The thoughtfully curated beverage portfolio brings together some of the finest wines and spirits to appeal to global travellers as Air India continues its focus on driving service excellence and customer-centricity. Paired with the newly revamped international menu, the newly curated beverage menu seeks to provide guests with a dining journey crafted with care and passion, elevating the overall inflight experience," said Rajesh Dogra, Chief Customer Experience Officer, Air India.

Food and wine pairing menu

To enhance the inflight culinary experience, the airline is introducing a new food-wine pairing menu. Each label has been selected for balance, varietal character and harmony with a wide range of cuisines. A few of the highlights include:

- **Napa Valley Chardonnay** - A buttery, full-bodied Chardonnay from California's iconic Napa Valley, perfectly complementing the delicate richness of Chicken Roulade layered with goat cheese and caramelised onion, a refined European classic.
- **German Riesling** - Aromatic and lively, this Riesling pairs effortlessly with the spice-kissed Seoul flamed prawns, bringing a harmonious contrast to this Asian inspired delight.
- **A selection of elegant reds** - For those who savour bold flavours, our curated reds- Merlot, Shiraz, Pinot Noir, and Sangiovese, offer the perfect accompaniment to Indian Nawabi Paneer, Gucchi Kofta, Murgh Musallam, and the universally loved Chicken Bolognese Lasagne. Each sip complements the richness and complexity of these globally cherished dishes.

Change is in the air

The refreshed beverage collection is the latest chapter in Air India's transformation narrative.

Complementing the recent milestones of the new 787-9 and the refreshed international menu, this is yet another endeavor towards delivering tangible and positive change and elevating the overall customer experience across touchpoints.