
Artisanal wines join Singapore's inflight program

By **Rachel Debling** on March, 29 2019 | Airline & Terminal News



[Singapore Airlines](#) (SIA) is adding a large selection of artisanal wine labels to its inflight program.

The airline's premium customers will now have access to the widest selection of Burgundy wines offered in flight, with 47 labels planned for rotation over a period of 18 months, six times as many offered in 2018.

SIA's Wine Consultants sourced these wines by visiting vineyards and wineries across different wine regions to source quality small-batch wines. Some of the new wines that will be flying on board over the course of 2019 were announced at the World Gourmet Forum 2019, including exclusive Grand Cru and Premier Cru labels from Faiveley, Benjamin Leroux, Domaine D'Ardhuy and Domaine de Montille.

Betty Wong, SIA's Divisional Vice President Inflight Services and Design, commented in a statement: "By expanding the range of labels that SIA offers on board, we are able to ensure a well-planned rotation of wines to keep the palates of our frequent flyers continually excited. Customers can soon look forward to a new and exciting label delivered on board every two months.

"During our Wine Consultants' visits to the vineyards, we also actively sought out smaller maisons and domaines to bring them into the SIA family, thus allowing us to expand the depth and range of our offerings, and satisfy the rising demand for more exclusive Burgundy labels."