
Delta and Coca-Cola launch BOS pop-up

By **Rachel Debling** on May, 22 2018 | Airline & Terminal News



[Delta](#) passengers flying out of [Boston Logan International Airport](#) (BOS) yesterday who were "stuck" in a middle seat received a VIP surprise yesterday in the form of a pop-up lounge created specially for them.

[Coca-Cola](#) and Delta teamed up for the exclusive "Middle Seat Lounge" located near gate A11 at BOS, inviting middle-seat customers to Share a Coke with fellow travelers, play games, meet current Celtics TV Analyst and former NBA Champion Brian Scalabrine, and enter to [win a trip with Delta](#) once on board via a social media contest. They also received a three-pack of specially branded Coke bottles to share with their seatmates.

"From getting the VIP treatment with fellow middle seat travelers in the lounge to a surprise on board, we wanted to recognize Boston middle seat customers in a unique way that will brighten their Monday," said Julieta McCurry, Delta's Managing Director - U.S. Marketing Communications and Sponsorships.

"Coca-Cola is excited to partner with Delta to help celebrate middle seat travelers and provide them with a special beverage experience during their time at Boston-Logan International Airport and onboard," said Lou Grill, Coca-Cola North America's Vice President — Strategic Partnership Marketing. "This unique opportunity to Share a Coke with fellow seatmates is another way to create meaningful moments and enhance our fans' travel experience."

The partnership between Delta and the soda giant began in 1927. Today the airline serves millions of Coke products annually on all flights and in all [Sky Club](#) locations.

