## **Emirates celebrates Dilmah Tea partnership**



Emirates pairs food with Dilmah Tea in First Class

<u>Dilmah Tea</u> and <u>Emirates</u> marked the 30<sup>th</sup> anniversary of their partnership which puts the company's products on board and in Emirates' airport lounges. To mark the milestone on International Tea Day, all Emirates' customers will get a special tea box when they fly Saturday from Dubai.

First Class passengers on flights to the UK will be treated to a food pairing, and Emirates' Onboard Lounge will offer Dilmah Tea infused mocktails on Saturday. The special tea pack for all passengers who fly on Saturday contains three different flavours: Ceylon Breakfast, an Emirates exclusive Turmeric Coconut and Vanilla, and the popular Earl Grey with Honey.

In First Class, Emirates offers the Brilliant Breakfast tea created by Dilmah founder Memill Femando and will be paired with the afternoon tea service on board.

Moroccan Mint Green tea can be paired alongside Labneh – a tangy and creamy yoghurt - with roast vegetables for vegetarians. Sushi and seafood goes well with Sencha Green Extra Special Tea - a fresh delicate flavor and smooth, herbal finish with a touch of sweetness.

"Emirates focuses on dishes that emphasize fresh ingredients of the highest quality. We pay special attention to every detail and the quality of the tea we offer our customers is no different. The fact that we have served Dilmah Tea for 30 years across all our cabins is proof of its quality and our satisfaction with the perfect cup of tea. We have an exceptional partnership with Dilmah and we have grown in tandem for the last 30 years. Over 9.6 million tea bags are used each year across our fleet with more than 10 tea varieties on offer, including an exclusive Emirates Signature Tea served in First Class," said Thomas Ney, DSVP, Service Delivery at Emirates in today's announcement.

Dilhan C. Fernando, son of Dilmah Founder and CEO of the family company added: "For 30 years we have grown a tea inspired collaboration with Emirates, offering customers a uniquely Emirates experience in tea. To celebrate the Pearl Anniversary of our partnership in tea, we made a tea that is as rare as it is magnificent. A seasonal tea with extraordinary finesse, handpicked from tea bushes

prepared for months and crafted into a numbered limited-edition tea. Our co-operation with Emirates truly presents the luxury in fine tea, and – in our tea mocktails and food pairings –contemporary, tea inspired hospitality. For the last 30 years we have created these unique moments for Emirates customers either on the ground in its lounges around the world or at 40,000 feet and this year is no different. We are excited to have the special 30 year blend on board Emirates' fleet."

Millions of cups of tea have been poured for Emirates' passengers since the airline's partnership with Dilmah began in 1992. Emirates takes the Dilmah brand to more than 130 destinations on six continents.

The teas offered on Emirates are chosen by popularity among passengers, catering to different preferences like minty or citrus infusions as well as by looking at tea drinking trends. With an increasing focus on wellness amongst customers, the airline recently introduced a new tea in its airport lounges – Turmeric, coconut and vanilla featuring antioxidant properties.

On board, the most popular tea in Economy Class is the Dilmah Ceylon Black Tea while passengers in First and Business Class favor Moroccan Mint and Breakfast Tea. Emirates serves a selection of six teas in Business Class and its airport lounges and six teas in First Class.