

From roast to toast: A look at Porter Airline's new drink lineup

This is a special feature from the [May 2025 Post-WTCE/Awards](#) issue of *PAX International* on [page 14](#).



Café Saint-Henri's Mr. Porter's Blend was specially curated for the airline's inflight service

[Porter Airlines'](#) regional service and mission to elevate Economy air travel began in 2006. Now nearly two decades later, the airline serves every province in Canada and many destinations across North America. Amid its rapid expansion, Porter has earned the title of Most Improved Airline in North America at the PAX Readership Awards for two consecutive years—2024 and again this year at last month's Awards ceremony in Hamburg, Germany.

"This award reaffirms what we are hearing from our customers - that they love Porter. With our expanding network, more and more economy passengers will have the opportunity to experience the elevated level of service that they deserve," Michael Deluce, Chief Executive Officer at Porter Airlines tells *PAX International*.



Michael Deluce, Chief Executive Officer, Porter Airlines

Through its growth, Porter has focused on infusing luxury into the Economy Class experience through meaningful food and beverage partnerships with Canadian-owned brands.

“We are proud of our Canadian roots and make every effort to promote Canadian products through our onboard service,” Julian Low, Vice President, Corporate Development, Porter Airlines, tells *PAX International*.



Julian Low, Vice President, Corporate Development, Porter Airlines

He says the airline's vendor criteria are very specific. Brand partnerships are carefully selected through a combination of seeking collaborations and receiving proposals.

"Porter frequently scours the market for onboard products that may resonate with

our passengers," he explains. "We make vendor decisions using a rigorous sourcing process that starts with a market assessment followed by a Request for Proposal. Only vendors that we believe fit within our brand criteria are invited to participate."

A cross-functional team evaluates the suppliers based on quality, brand values, locality, price, reliability and what Low refers to as the "wow factor," which he says is how Porter surprises and delights passengers.

"Every decision is critically evaluated and often includes input from our most senior leaders. That is how important the onboard service offering is to us," he reveals.



Cracked Canoe Premium Ultra-Light Lager is onboard Porter Airlines, served in 355 milliliter cans

Brands that need no introduction

Porter's complimentary drink offerings are a signature element of the onboard experience. The latest additions to its beverage lineup include beer from Moosehead Breweries and coffee from Café Saint-Henri.

Based in Eastern Canada's picturesque Saint John, New Brunswick, Moosehead Breweries is a historic, premium beer brand. Two beer options, served in 355 milliliter cans, are available onboard: Moosehead Canadian Lager and Cracked Canoe Premium Ultra-Light Lager.

"We selected Moosehead based on its great taste and overall commitment to quality," Low explains.

From Montréal, Quebec, Café Saint-Henri is renowned for its direct-to-source purchasing and expertise in premium coffee.

"Our goal is to provide a premium passenger experience, working with partners that have the same high standards that we do. Both Moosehead Breweries and Café Saint-Henri are passionate about their craft and have strong Canadian roots," he explains. "Moosehead's overall commitment to quality matches our goal to provide a superior passenger experience—they also have great tasting beer."

He notes that Café Saint-Henri takes great pride in its production process, bringing high-quality and sustainably sourced coffee to Porter's passengers. The coffee from Saint-Henri, Mr. Porter's Blend, was specially curated for the airline's inflight service.

"Tastebuds change at altitude, so one of the more unique parts of selecting this partner was testing many different iterations of Mr. Porter's Blend during actual flights to ensure it has the premium taste our passengers expect at 30,000 feet," explains Low.

New brand partners are introduced periodically, part of maintaining the airline's high service standards.

"Porter's onboard experience transforms expectations for Economy air travel. This, along with our team's genuine approach to service, is the foundation for elevating Economy flying for everyone," Low says.



Moosehead Canadian Lager is now served onboard, in 355 milliliter cans

Economy with class

Flying exclusively single aisle aircraft in two-by-two seating configuration, Porter boasts no middle seats. All passengers flying its E195-E2 fleet have access to free, high-speed, reliable Wi-Fi service from gate-to-gate, providing full web access, including surfing and streaming services.

"These elements are another way of distinguishing Porter's Economy travel experience for all passengers," he explains.