

# JetBlue begins new Mint cabin rollout



DHG cocktails will be shaken onboard the Mint cabin

[JetBlue](#) yesterday announced and revealed the first major refresh of its JetBlue Mint® service with input from the Delicious Hospitality Group, Tuft & Needle, Wanderfuel and Master & Dynamic.

The new onboard products will transition into all Mint flights over the next six weeks, some appearing today. The refresh of JetBlue’s Mint sets the stage for 2021 when the airline plans to introduce its service to London.

“JetBlue’s reimagined Mint is turning the journey itself into a destination, offering the comforts of a premium travel experience at a more affordable price point,” said Elizabeth Windram, Vice President of Marketing in yesterday’s announcement. “This onboard refresh allows us to reset that high bar we set in 2014, with the very best in dining and hospitality, comfort and wellness at 35,000 feet. And for those who can’t wait to see what we have in store for our London flights, well let’s just say this is a little teaser for what we have in mind.”

JetBlue tapped SoHo-based [Delicious Hospitality Group](#) (DHG) – the team behind New York City restaurants Charlie Bird, Legacy Records and Pasquale Jones – to bring their inventive culinary style, wine and cocktail programs. Developed in partnership with Chef/Owner Ryan Hardy and Wine Director Grant Reynolds, the new Mint dining experience will feature a menu of small plates, individually inspired by each of DHG’s three restaurants, starting with Charlie Bird. Once onboard, passengers will have meals with seasonal ingredients, alongside a selection of international wines and craft cocktails that are shaken onboard. To complete the experience, DHG redesigned tableware to resemble their New York City tabletops and has shared access to their music playlists.



Comfortable travel from Tuft & Needle

JetBlue collaborated with [Tuft & Needle](#), mattress company that pioneered the bed-in-a-box trend, to develop a cohesive sleep experience onboard. Travelers can relax with a convertible blanket with a built-in foot pocket, a memory foam lined pillow with a pillowcase and snooze kits that include a matching eye mask and ear plugs.



Wonderfuel wellness amenity kits

JetBlue is putting a fresh spin on the traditional airline amenity kit with the introduction of its new “wellness kit” concept. Developed in partnership with [Wanderfuel](#), the airline’s four wellness kits will pamper customers with a selection of healthy snacks, supplements and personal care items designed<sub>2</sub>

to help passengers feel their best throughout their entire travel journey. Travelers will receive one of four kits catered to the time of day and destination they are flying to: *Awake*, for breakfast and morning flights; *Flow*, for lunch and dinner flights; *Sleep*, for shuteye flights; and *Renewal*, for Caribbean flights.

Mint passengers will enjoy premium headsets from New York City's luxury audio brand, [Master & Dynamic](#). The custom-for-JetBlue MH40 Over-Ear headphones will enable travelers to tune in to JetBlue's industry-leading seatback entertainment with noise reduction, a brilliant, genre-agnostic sound profile, and a vintage aviation-inspired design.