

JetBlue introduces EvenMore passenger perks



Tiny Tate's Chocolate Chip Cookies served onboard as part of JetBlue's updated EvenMore premium travel experience

[JetBlue](#) has announced that EvenMore, its new premium travel experience, is now available for booking on [jetblue.com](#) and the airline's mobile app. EvenMore passengers will enjoy new benefits when they fly, including dedicated overhead bin space, complimentary alcoholic beverages and a premium snack. This launch marks another step in the airline's JetForward strategy, which aims to deliver the products and perks that passengers value.

"It's no secret that customers increasingly value unique experiences, so we're bringing together great service and affordable fares into a competitive, elevated travel option," said Marty St. George, President, JetBlue. "Building on the success of Even More Space, the new EvenMore offers new amenities that our customers will love, in addition to the extra legroom they enjoy today."

EvenMore seats will be located at the front of each aircraft, or directly behind Mint seats where applicable, and will expand on the JetBlue experience with perks and amenities including:

- Extra legroom for ultimate comfort
- Complimentary alcoholic beverages

- Premium snack option: [Tiny Tate's Chocolate Chip Cookies](#)
- Priority security access at select airports
- Early boarding for easier and faster settling in
- Dedicated overhead bin space marked with designated decals
- Complimentary headphones upon request

Currently, EvenMore seats that are located mid-aircraft, overwing or are designated exit row seats will become extra legroom seats, offering passengers additional space. These seats will be available for purchase later in the booking process, on the seat selection page.

EvenMore for Mosaic

JetBlue's TrueBlue Mosaic® members can look forward to EvenMore in their Signature Perks this year, the press release said. Mosaic 1 members will have the option to book EvenMore at check-in and Mosaic 2, 3 and 4 members will be able to select EvenMore at the time of booking for more legroom and perks at no extra charge on JetBlue-operated flights.

All Mosaic members will also be able to select extra legroom at booking at no extra charge as a part of their Signature Perks.