

Lufthansa launches FOX in First Class



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[Lufthansa](#)'s new premium onboard experience, FOX (Future Onboard Experience) has launched in First Class. FOX represents one of the largest investments in the onboard passenger experience in Lufthansa's history. The program was developed over a two-year period, involving more than 110 test flights, and incorporating feedback from over 500 crew members and more than 9,000 passengers. With its new service concept, Lufthansa is revamping all service elements and processes on board across all long-haul flights and throughout all travel classes, with First Class leading the way.

"To mark our 100th anniversary, we are redefining onboard service with FOX – in all classes and on all long-haul flights. We are investing more than 70 million euros in our long-haul service and, with it, in the customer experience. Our new offering combines outstanding comfort with the highest degree of individuality, creating moments that are truly unique. Every detail of our new onboard experience has been designed with the aim of setting new standards in premium travel – not only in First Class, but in all four travel classes," said Jens Ritter, CEO of Lufthansa Airlines.

New in First Class

In addition to new tableware, a varied gourmet breakfast – including caviar upon request – and an expanded beverage menu featuring new cocktails, long drinks, and mocktails, the First Class menus are designed to deliver a memorable experience. They showcase modern, light fine dining – created by two-Michelin-starred chef Christoph Kunz.

With his restaurant Komu in Munich, he is one of the defining voices of modern and creative haute cuisine. With FOX, First Class travelers enjoy a curated selection of smaller courses, presented as trilogies for the amuse-bouche, the appetizer, and the dessert. For the main course, guests have a choice to opt between a single dish or a tasting menu. Together, Christoph Kunz and Lufthansa have created a high-quality, yet surprising concept.

Aside from the new FOX menus, First Class travelers on Lufthansa will continue to enjoy the popular caviar service, which has been one of the "Lufthansa Signature Moments" since the introduction of First Class. In addition to the premium caviar served with the traditional accompaniments of lemon, egg, shallot, and crème fraîche, blinis are now also served – traditionally presented on a mother-of-pearl spoon, which is also new on board.

Lufthansa is also offering First Class passengers a more premium champagne selection. For the first time, the airline is serving the exquisite Prestige cuvée La Grande Dame from the renowned Veuve Clicquot. In addition to the rotating selection of premium champagnes, which will continue to be offered, First Class passengers can now enjoy the exceptional quality of La Grande Dame on every flight.

The innovative amenity kit from BABOR completes the premium travel experience in FOX First Class. With the amenity menu, guests can individually select cosmetics and skincare products that best suit their preferences and their skin needs. The crew then brings travelers the chosen products directly to their seats.

The new FOX Premium Service is now available on all long-haul flights.

