

SWISS launches renewed inflight service in Business and First Class



SWISS passengers can enjoy refreshed dining experiences in SWISS Business and First

Swiss International Air Lines ([SWISS](#)) now offers a renewed inflight service to long-haul SWISS Business and SWISS First passengers. The new service product extends to a sophisticated culinary choice and carefully selected onboard comfort items, with details focused on Swiss hospitality throughout the flight.

“After introducing our remodeled SWISS Economy and SWISS Premium Economy service products in March, we are now taking the next consistent step with the most comprehensive service renewal in the history of our company,” said SWISS Chief Commercial Officer Heike Birlenbach. “Our new SWISS Business and SWISS First services are designed to provide all the ambience of a superior restaurant aloft, with greater choice, more individuality and an even firmer emphasis on Swiss hospitality. Our new premium inflight services make flying with SWISS much more than just transport because what we’re offering here is a genuinely memorable air travel experience.”

“From our development of new tableware to our choice of new products and our adoption of new processes and procedures, everything has been carefully devised and comprehensively trialed,” added Birlenbach. “Our crews have been intensively prepared, too, to ensure that they are fully familiar and at home with our new service product. So, what our guests on board will experience is the result of a truly massive undertaking on which our many teams throughout SWISS, both aloft and on the ground, have worked with all their passion and commitment.”

The refreshed SWISS Business long-haul air travel experience begins with the serving of a typically Swiss aperitif after takeoff. The traditional nuts snack is now supplemented by a new fresh element, such as olives, all accompanied by a range of beverages that include the SWISS Alpine Essence signature cocktail created exclusively for SWISS. This is followed by a full meal service at the passenger’s carefully laid table, with each course separately presented, including a new additional soup course. An expanded range of cheeses and desserts, as well as a new selection of pralines from Aeschbach Chocolatier complete the updated meal service.

Passengers can also enjoy greater relaxation through new bed linens in SWISS Business. On longer night flights of more than ten hours, travelers are also offered a Muntagnard sleepshirt and an additional seat cover for more comfort. The experience is further supplemented by amenity kits, in changing designs, that have been co-developed with the Swiss VIU brand. Care items found in the kits feature the Alpine Valley signature scent specially created for SWISS by the Swiss-based Soeder company. High-quality headphones ensure optimum sound for the extensive inflight entertainment program, while a wider selection of beverages and snacks is available between meals throughout the flight.

SWISS First travelers can also look forward to a remodeled inflight service with stronger focus on

exclusivity and individuality. The entire food and beverage service is now presented on fine porcelain with a modern design and black tableware elements.

The new SWISS First experience begins before departure with apéro flûtes from Confiserie Sprüngli, accompanied by a welcome drink of the traveler's choice. The beverage selection includes the SWISS Alpine Essence signature cocktail, concocted exclusively for SWISS.

Once in the air, the inflight service commences with an amuse bouche trio, followed by a selection of cold delicatessen items. A seasonal sorbet provides a refreshing intermezzo, and a cheese course featuring five types of cheese and an expanded choice of breads rounds off the main meal. The service concludes with a selection of pralines and further sweet Sprüngli delights. Afternoon tea is now also offered on selected longer daytime flights, with a range of carefully selected teas and sweet and savory treats.

SWISS First passengers receive pajamas and slippers by Zimmerli of Switzerland, which are accompanied by bed linens and an amenity kit featuring Sisley care and comfort items. Further products from Swiss brands as Rohner and VIU are offered individually by the cabin personnel.

SWISS First travelers are also treated to Soeder's refreshing Alpine Valley SWISS signature scent in the hot towels, the pillow sprays, the care products and more onboard. The updated First Class inflight experience further extends to headphones that incorporate noise canceling technology for an optimum listening experience.

The renewed service concepts form an integral part of SWISS Senses, the new inflight experience on SWISS's long-haul flights. SWISS Senses further extends to a completely new cabin interior incorporating seats, appealing ambient lighting and a design approach in all travel classes that embodies and conveys Swiss hospitality in all its various forms.