TAP cabin crew trained in the art of wine

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In an effort to reinforce TAP Air Portugal’s wine expertise, around 400 of the airline's cabin crew have successfully completed ViniPortugal Level 1 certification and 58 of the group have finished Level 2 of the program, an accomplishment that comes with the prestigious title "Wine Advisor."

This move is part of the "TAP Wine Experience," a larger strategy to promote Portuguese wine on the world stage. The airline is already a big supporter of its homegrown industry after introducing a new wine list last year that contains an assortment of red, white, rosé, muscatel, port and sparkling wines.

The wine courses are available for cabin crew to voluntarily take after work hours, and the airline says that many more are interested in becoming involved.

TAP is also pressing ahead on its plans to expand its inflight wine program and expose the global market to local wines. Its aim is to help small, medium and large companies through a "new high-impact means of communication," allowing producers to set up tasting sessions with company clients, according to a November 13 press release from the airline.

For the next three months, the airline is running a campaign on select routes to promote wines from the Tejo Region. Five of the regions producers – Adega do Cartaxo, Herdade dos Templários, Pinhal da Torre, Quinta da Alorna and Quinta da Lagoalva – have supplied the airline with 25,000 bottles of wine for this purpose.

Luís de Castro, chairman of the Tejo Regional Wine Commission, said in a statement: “This initiative by TAP makes complete sense, and we have supported it from the beginning. It is a way for Tejo wine producers to see their wines at destinations that are strategically important for the region, reaching around 1.5 million TAP passengers every month as well as being promoted through the company’s many communications channels, including its internet page and social networks, newsletters and internal communications channels, etc., all of which helps bring the wines we produce to a large consumer market."