
Virgin Atlantic introduces low- and no-alcohol cocktails

By **Rachel Debling** on January, 4 2019 | Airline & Terminal News



Red Sky at Night (Image copyright Virgin Atlantic)

[Virgin Atlantic](#) is appealing to teetotalers and those looking to cut back on the booze with its new low- and no-alcohol cocktail menu.

A world first, the exclusive menu was created through a partnership with non-alcoholic distiller [Seedlip](#) and Australian quaffing vermouth [Regal Rogue](#).

The new selections will be available in the airline's Economy, Premium and Upper Class cabins. A variety of beverages that appeal to those looking to eliminate or reduce their alcohol intake will be featured, including:

Alcohol-free options

Red Sky at Night: Seedlip Spice, [Fever-Tree](#) Indian tonic, lemon slice

Shepherd's Delight: Seedlip Spice, Fever-Tree ginger ale, lemon slice

Low-alcohol options

The Bold Mule: Regal Rogue Bold Red vermouth, Fever-Tree ginger ale, lemon

The Bold Spritz: Regal Rogue Bold Red vermouth, soda, lemon

Mark Murphy, food and beverage manager at Virgin Atlantic, said in a statement from the airline: "With the global trend of no- and low-alcohol cocktails, Seedlip and Regal Rogue are the perfect partners to bring this option to our customers. There's a big focus across the airline industry on reducing the amount of alcohol consumed in flight, and we're delighted to be leading the way by offering our customers across all cabins a selection of zero and low alcohol alternatives."

"Virgin Atlantic is renowned for its world-class cocktail offering and we're so proud to be part of it," Ben Branson, Founder of Seedlip, added. "As a brand we champion inclusivity, flavor and experience over ABV and so we look forward to bringing an exclusive selection of Nolo® cocktails to guests when they're traveling."



Shepherd's Delight (Image copyright Virgin Atlantic)