

British Airways offers ice cream as part of new summer treats



British Airways is offering complimentary Jude's ice cream to economy passengers this summer

[British Airways](#) has introduced holiday treats for its passengers to enjoy this summer, including ice cream, pre-take-off wine in World Traveller Plus, seasonal menus and brand-new inflight entertainment.

The airline is now offering complimentary ice cream on daytime flights departing London Heathrow and London Gatwick before 5 pm UK time, partnering with British brand, [Jude's](#), to offer a range of flavours from very vanilla, strawberries and cream, truly chocolate and salted caramel. The treats will be available to enjoy over the coming months in World Traveller Plus (premium economy) and World Traveller (economy).

British Airways is also re-introducing sparkling wine in its World Traveller Plus cabin from mid-July as part of its pre-take-off drink offering. Those travelling in Club World (business class) can enjoy the British-produced [Balfour Rosé de Noirs](#), made only from red grapes. This lighter rosé English Sparkling wine is an exclusive blend for British Airways.

The airline is also introducing a rosé blend for the first time in its First cabin with the availability of Whispering Angel's Rock Angel from [Château d'Esclans](#)'. Passengers travelling on short-haul flights can also taste Château d'Esclans' Whispering Angel's Provence rosé, which is available to pre-purchase through the airline's newly branded High Life Café (previously Speedbird Café).

Passengers can also enjoy a range of summer-inspired menus across its cabins, available until September. Travellers in First can choose from lighter dishes including a classic prawn cocktail, grilled fillet of Atlantic halibut and British summer staple, berry bread and butter pudding. Meanwhile, those travelling in World Traveller Plus can select fresh calamarata pasta followed by a raspberry panna cotta.

"We know that so many of our customers have been looking forward to their summer holidays, so we've added these extra touches in time for summer to make their trips even more special," said British Airways' Chief Customer Officer, Calum Laming, in a July 6 press release.

"Each and every one of our customers is unique and have their own original reasons for travelling, so our fantastic colleagues will be on hand to bring some summer joy to our customers, whether they're visiting family, exploring a new part of the world or heading to the beach for a week in the sunshine," he added.

Elsewhere, British Airways is also launching seasonal entertainment content, with a brand-new 'Summer Fun' category on its inflight entertainment channel for families and children. Blockbuster movies include *Mummies*, *Luca*, *Avatar: The Way of Water* as well as a special *Barbie* channel.

For sports fans, the airline has also introduced a dedicated "Women in Sport" movie category, with a wide range of sporting highlights.