

# Finnair celebrates a decade of serving its signature blueberry juice onboard



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[Finnair](#) is celebrating a decade of serving its signature blueberry juice onboard. Since 2014, the airline has served nearly one million litres of the juice on Finnair flights annually.

Noting the health benefits of the blueberry, Finnair said many of its passengers inquire whether they can purchase the juice on the ground to enjoy in daily life. Since December 2020, it has been available in a selection of K-Group's over 300 grocery stores in Finland. This launch followed the success of the airline's launch of Taste of Finnair ready-made meals inspired by its Business Class menu for passengers to enjoy at home during the pandemic.

"Blueberry juice has been a distinctive part of the Finnair customer experience, and it is loved by many of our customers. We wanted to offer this small piece of the Finnair experience to our customers who long for travel," said Marika Nieminen, VP of Finnair Kitchen.

The Finnair-branded blueberry juice drink is produced in Turku, Finland, by Eckes-Granini. It is manufactured with 100 percent renewable energy.

When asked about the story behind the juice via Instagram, Finnair said, "We were looking for authentic Finnish/Nordic signature items for our food and beverage offering. We came up with the idea of blueberry juice because wild blueberries are widely used in Finnish cuisine."