

British Airways brings a real dining experience to SA air travel

British Airways has launched a new restaurant-style dining experience on all of its flights between Cape Town and Johannesburg and London. Customers are now able to select from choice of freshly prepared starters and desserts from display trolleys served on new table settings - this offering forms part of British Airways' £600m investment in Club World.



Image supplied.

Customers can expect four starters, including a soup or salad and meat and fish options such as carpaccio and salmon. This is followed by three entrees with a choice of beef, fish or a vegetarian dish. There are five dessert choices, including a cheese board.

The carefully curated wine selection features white wines and champagnes presented on top of the trolleys in large, silver wine coolers, while regiments of red wine bottles stand alongside them.

New textures, flavours

Colin Talbot, British Airways' head of catering, said: "We've really focussed on attention to detail with the new Club World menu, with the aim of delivering a real restaurant experience in the sky. We've considered everything from the flavours and textures to the look and feel, all of which have to work at altitude. The dishes are designed to pop with taste and the table settings are both elegant and practical, with thought-through details such as stemless wine glasses.

"We've extensively tested the new menu on numerous flights, refining elements after every trial, so the final product is proving incredibly popular."

The new dining experience follows the introduction of White Company bedding on all the airline's South African flights. The retailer's onboard range includes an elegant day cushion, a soft large pillow, a woven blanket with satin trim and a specially developed duvet to improve the quality of sleep. A padded mattress cover gives an extra layer of comfort. The company also supplies amenity kits containing the retailer's 'Restore & Relax Spa Collection', as well as a jersey eye-mask.

In addition to the product and service improvements in Club World, all customers can also look forward to the latest generation Wi-Fi across British Airways long-haul and short-haul fleets over the next two years.

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