



SWISS LAUNCHES NEW GOURMET CONCEPT FOR FIRST CLASS GUESTS

News / Airlines



Swiss International Air Lines is further enhancing its inflight foodservice for its First Class guests. Four times a year, SWISS First customers on long-haul flights from Switzerland will now be served exclusive seasonal gourmet delights such as truffles or caviar.

The “SWISS Connoisseur Experience” will offer First Class customers on long-haul flights from Switzerland carefully-selected food specialities that are geared to the season and focus on a particular gourmet delight. The new feature will be offered four times a year for a two-week period, and will supplement the existing award-winning “SWISS Taste of Switzerland” inflight food concept to provide even more culinary variety for First Class guests. The first SWISS Connoisseur Experience will be offered from 2 September.

“SWISS Steakhouse” and “Truffle Weeks” ahead

The new concept kicks off with a “SWISS Steakhouse” feature with special meat and salad choices, which will be offered from 2 to 15 September. The starters here will include a Caesar

salad with croutons, Parmesan and anchovies or an iceberg salad with blue cheese, tomatoes and chives, all served fresh at the table. For their main course guests will be able to choose between Australian wagyu beef, an Irish Angus fillet or corn-fed chicken breast, served together with such steakhouse classics as potato gratin, baked potatoes, spinach or grilled corn. An original American cheesecake will round off the SWISS Steakhouse meal.

The next SWISS Connoisseur Experience, in November, will celebrate the truffle season with a particular focus on white Alba truffles. Here, too, the emphasis will be on the finest and freshest ingredients, with the cabin staff grating truffles at the customer's seat onto their truffle carpaccio, truffle soup or truffle pasta meal.

Seafood and caviar lined up for 2016

In February of next year SWISS will be offering its First Class guests selected seafood specialities. The choice here is set to include lobster, crayfish and Coquilles St-Jacques. And this will be followed in May with an exclusive caviar tasting programme offering various types of caviar including Sevruga, Prunier and Switzerland's own Oona caviar from the Tropenhaus Frutigen.

Swiss International Air Lines (SWISS) is Switzerland's national airline, serving 106 destinations in 49 countries from Zurich and Geneva and carrying over 16 million passengers a year with its 95-aircraft fleet. The company's Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to some 130 destinations in over 80 countries. As 'The Airline of Switzerland', SWISS embodies the country's traditional values, and is committed to delivering the highest product and service quality. With its workforce of some 8,250 personnel, SWISS generated total operating income of CHF 5.2 billion in 2014. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

29 AUGUST 2015

ARTICLE LINK:

<https://virginia.50skyshades.com/news/airlines/swiss-launches-new-gourmet-concept-for-first-class-guests>