

Media release

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Inflight product

SWISS to adopt new food and beverage concept with more fresh and quality items for its services from Zurich

SWISS is to introduce a new Economy Class inflight food and beverage concept for its short- and medium-haul services from Zurich in spring 2021. The new concept, which is already familiar to SWISS travellers from Geneva under the ‘SWISS Saveurs’ banner, will offer for purchase a range of selected snacks and drinks that put a particular accent on quality, freshness and a regional touch. The existing SWISS Business inflight service concept will remain unchanged.

Swiss International Air Lines (SWISS) will soon be providing Economy Class customers travelling from Zurich with a new food and beverage service. The new concept, which is already well established on flights from Geneva, where it has earned multiple distinctions since its introduction in 2018, is now to be adopted for short- and medium-haul services from SWISS's Zurich hub from spring 2021, offering travellers a broad range of quality snacks and drinks that they can select according to their wishes and needs and can purchase on board.

The new product range is being developed using the highest quality standards throughout, from selection to preparation and presentation. The new concept also enables SWISS to put an even stronger emphasis on sustainability, by using ecofriendly products and packagings and by aligning production more closely to demand to minimize waste food disposal.

“Our guests today want to have a greater say in their individual travel experience,” explains SWISS Chief Commercial Officer Tamur Goudarzi Pour, “and that expectation is no longer always met through our present inflight food and beverage product. In Geneva, we already offer our customers the opportunity to select their preferred snacks and drinks themselves under our ‘SWISS Saveurs’ programme. We’ve been getting very good feedback on this quality product from the guests concerned. So we’ve decided to extend the programme to our flights from Zurich, too.”

The new food and beverage concept will put a firm focus on offering fresh products and a broad selection of snacks that have strong regional connections. SWISS will continue to provide all its passengers with a complimentary bottle of water and its popular SWISS Chocolate tablets. The present free standard snack will no longer be served.

The new food and beverage concept will be introduced in spring 2021. SWISS will be presenting its partner for the new concept and its full product range over the next few months. SWISS's short- and medium-haul Business Class service concept will remain unchanged.

Swiss International Air Lines (SWISS) is The Airline of Switzerland. In 2019 the company served over 100 destinations in 45 countries worldwide from Zurich and Geneva and carried almost 19 million passengers with its fleet of around 90 aircraft. Its Swiss WorldCargo division provided a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to around 130 destinations in more than 80 countries.

As The Airline of Switzerland, SWISS embodies its home country's traditional values, and is committed to delivering the highest product and service quality. With its workforce of some 9,500 personnel, SWISS generated total revenues of over CHF 5 billion in 2019. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

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Contact

Swiss International Air Lines Ltd.
Media Relations
P.O. Box, 8058 Zurich Airport
Switzerland
Phone: +41 44 564 4414
media@swiss.com
SWISS.COM/media
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