

Air Canada Introduces Exciting New On-Board Features

Posted on July 19, 2023 by Business Editor



Air Canada is introducing new features and upgrades to its onboard travel experience, including expanded in-flight food and beverage menus and more family-friendly in-flight entertainment.

These features are a part of the airline's "More to Travel" initiative, which Air Canada says is a series of ongoing improvements under way across its travel products and services.

"At Air Canada, we know that a comfortable and enjoyable onboard experience is an important part of our customers' travel journey," said Jacqueline Harkness, Managing Director, Products and Services at Air Canada.

"We're pleased to offer more food and beverage options across a variety of tastes and preferences including products not available today on any Canadian airline, as we continue improving Air Canada's overall onboard experience."

The new beverage choices include Blue Moon Belgian White and Hop Valley IPA craft beers, as well as Vizzy Strawberry Orange Mimosa Hard Seltzer, rosé from Provence, France and Aperol Spritz on board Air Canada Signature Class on international flights.

When it comes to food, butter chicken with rice pilaf and cauliflower peas masala are some of the new menu options available for Premium Economy and Economy customers on board certain flights.

The Canadian airline will also be offering popular kids' in-flight entertainment through the carrier's extensive partnership with Mattel.

"Air Canada is proud to be the only Canadian airline offering exclusive Mattel favourites like Hot Wheels in the City, Thomas and Friends: Learning with Thomas, as well as episodes of Barbie's vlog - which comes hot on the heels of the most anticipated movie release of the summer," said John Moody, Managing Director of Product Design at Air Canada.

"At the height of family vacation season, parents and kids can enjoy their flight with an unparalleled range of in-flight entertainment options, including some of the most popular and well-loved kids' shows."

