



Brussels Airlines wins prestigious wine awards

First place for “Top Red Wine International Business Class” and third place for overall Top International Business Class Wines on the Wing

Brussels, August 1, 2024 – Brussels Airlines has won two prestigious awards for its wine offering in Business Class. At a blind tasting in New York, *Global Traveler* awarded Brussels Airlines first place for Top Red Wine in International Business Class and third place for "Top International Business Class Wines" in the Wines on the Wing competition. Brussels Airlines

focuses on unique wines from smaller producers to offer an exclusive experience.

In long-haul Business Class, Brussels Airlines serves up to 900 bottles of wine per reference per month. That might sound like a lot, but compared to other larger carriers these are still relatively small quantities, allowing Brussels Airlines to work with unique, smaller wineries.

“Our overall strategy on long-haul flights is to offer an experience like a boutique hotel, but in the air. Our wine list is no exception. We often work with small independent wineries, and we try to make a very varied wine lists that always includes some more classic, French wines and some more unique or exceptional wines. This way passengers can choose for something they know they will like, or explore new tastes. And as the Belgian flag carrier, it is only natural that we also offer Belgian wines.”

- **Philip Mortier**, Inflight Product Manager, Brussels Airlines

To design the on-board menu, a panel of wine experts organizes once a year a two-day tasting, where over 200 wines are tasted and selected in no less than 15 different categories. The wines on offer rotate regularly and are paired with the [Belgian Staf Chef menus](#). In total, Brussels Airlines selects 24 different wine references to serve on long-haul Business Class flights throughout the year.

Wines on the Wing Awards

This strategy for a top-notch wine list didn't stay unnoticed. In the Wines on the Wing airline wine survey 2024, Brussels Airlines was awarded in two categories: Top Red Wine International Business Class, with Chateau Clement- Pichon Cru Bourgeois Superieur Haut Medoc 2018. The second category is Top International Business Class Wines on the Wing, there Brussels Airlines was able to score the third place.

“Brussels Airlines had both a diverse and delicious offering of wines. This is a well curated selection with a point of view that truly reflects the airline and a commitment to passengers. My personal belief is any wine list should offer both familiarity and enticing options that may be unknown to the guest offering a new and revelatory experience. I am very impressed after learning about Brussels Airlines’ selection process and offering a Belgian wine every trimester to express its “Belgitude.” Well done, Brussels Airlines!”

- **Tom Gannon**, Competition Director, Global Traveler’s Wines on the Wing airline wine competition

Global Traveler is a media outlet based in the United States with 817,000 readers monthly. Its audience consists mostly of frequent luxury travelers. The prestigious Wines on the Wing airline wine survey, during which experts do blind tastings of a extensive selection of wines served on business- and first-class products from airlines around the world, returned in 2024 following a brief hiatus. Brussels Airlines won accolades from Wines on the Wing in 2012, 2013 and 2014.

Brussels Airlines established as a premium carrier

Brussels Airlines aims to make everybody feel at home. This translates in a strategy with affordable fares in economy, but also an extensive premium offer for guests travelling in Business Class. Brussels Airlines has already been awarded six times in a row for “[Europe’s Leading Airline Lounge](#)” at the World Travel Awards and has already received awards for the wine list in Business Class in the past.

To stay on top of the league, Brussels Airlines is continuously investing in customer experience, for example with the [renovated Sunrise Lounge](#), [upgraded premium amenity kits](#), and [an upgraded meal offer on short-haul Business Class flights](#).

For passengers travelling in Economy Class, Brussels Airlines differentiates itself from low-cost competition with amenities such as free hand luggage, seating families together as much as possible and offering a top-notch digital product with a very user-friendly app.

