

Alaska Airlines Expands Inflight Meal-for-Sale Offerings

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First-class meal service upgraded on select flights

Alaska Airlines will begin offering \$5 Picnic Packs for sale Sept. 15 on all flights with beverage-cart service. The airline previously offered Picnic Packs only on flights over four hours.

"Our tasty picnic packs filled with high-quality food have been popular with our customers, and we wanted to offer them to customers on other flights," said Steve Jarvis, the airline's vice president of marketing, sales and customer experience. "By further expanding the program, we're able to provide onboard food options to more of our customers while continuing to manage costs in this highly competitive airfare environment."

The offering, which is called the "Anytime Picnic Pack," features food with natural and organic ingredients including salami, cheese, two types of crackers, dried apricots, sunflower seed spread, jam, a dark chocolate sandwich cookie and Emergen-C energy drink mix. All food is free of trans fats, high fructose corn syrup, MSG, and artificial colors and flavorings.

On transcontinental flights, as an alternative to the airline's Northern Bites freshly prepared breakfast, lunch or dinner service, customers can choose from two different picnic packs -- a Deli Picnic Pack and a Tuna Picnic Pack.

The airline also announced upgrades to its complimentary meal service for passengers seated in the first-class cabin on its transcontinental, Anchorage-Chicago and new Hawaii flights. First-class passengers now will enjoy linen tray tablecloths, new china and glassware, hot towel service, upgraded entree menus and a new salad/appetizer course.

Alaska Airlines and its sister carrier, Horizon Air, together serve 92 cities through an expansive network throughout Alaska, the Lower 48, Canada and Mexico.

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