



## WELCOME TO THE LATEST EDITION OF THE BRITISH AIRWAYS NEWSLETTER

Welcome to the latest edition of the British Airways newsletter.

While our new aircraft has understandably created a great deal of excitement, we haven't forgotten that it's often the smaller details that can help make a flight truly enjoyable.

This month you can find out about our new First amenity kits, carefully designed following customer feedback. You'll also discover a new catering partner for our Club World London City services to New York JFK. Plus you can learn all the latest from across the airline, from our latest Airbus A380 route to our fascinating Heritage Collection.

Keep your eyes peeled for next month's newsletter as we unveil our new design!

I hope you have a great month

Warm regards

**Jackie Clark,  
Trade Sales Manager**

### First Amenity Kit

A lot of research has been conducted with First customers to find out what they really want in their wash-bag on board. Using the results of the research we have developed our new First in-flight amenity kit, in partnership with Aromatherapy Associates.

There are two classic new soft bags featuring our signature 'To Fly. To Serve.' coat of arms. The kits include a range of specially tailored products for men and women. Designed with the customer in mind, the new collection from Aromatherapy Associates and The Refinery will offer solutions to in-flight problems such as jetlag and dehydration. Following the results of the research we have also included some additional useful items such as deodorant and hairbrush or comb and a pen.

The new bags will first appear on the new Airbus A380 aircraft to Los Angeles in autumn 2013. At Christmas the amenity kits will begin rolling out across all other types of aircraft in First.



### The A380 is now flying to Hong Kong

Hong Kong has become the second British Airways A380 destination. The inaugural flight in October marked the start of daily A380 services between London Heathrow and Hong Kong. Los Angeles A380 services commenced on 24 September and Johannesburg will become the third British Airways A380 destination from February 2014.

### More flights from London City

Capacity has increased by 50% (midweek) on flights to Stockholm and Madrid from 28 October with a third daily flight being added to both destinations. The flights both operate in the middle of the day, perfect timing for leisure travellers and giving even more choice for business customers. In addition to these services, flights to Ibiza, Palma de Mallorca and Granada will continue to operate through the winter with our services to Granada and Ibiza being the only direct links from the UK.



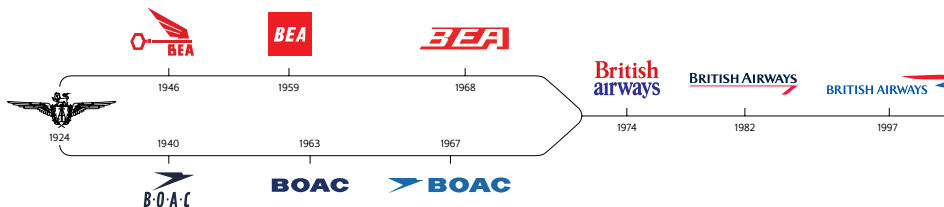
## British Airways Speedbird Centre

An unexpected find in British Airways headquarters at Waterside is the Speedbird Centre. Located just off The Street it is a treasure trove of British Airways' 90 plus years of history going back to 1919 when a predecessor airline of British Airways operated the world's first commercial scheduled airline service between London and Paris.

Open to visitors during normal weekday working hours, it contains displays of artefacts highlighting key events in British Airways' history, including model aircraft, uniforms, photographs, posters and a myriad of other interesting items. Hosted by volunteers whose heritage knowledge and customer service is legendary, all are welcome to either wander around and enjoy the experience or be conducted on an official tour.

The Speedbird Centre houses the British Airways Heritage Collection, a vast archive of national importance on the history of British civil aviation, in which British Airways and its predecessor airlines were leading players. Its principal focus is to support British Airways' business through a range of activities from inducting staff to hosting anniversary events and answering a multitude of day-to-day questions on past British Airways activities.

The Speedbird Centre is available as an out-of-hours venue for major British Airways events, including those of its principal clients and corporates. Do visit when you are next in Waterside. I guarantee you will enjoy the experience.



## American Airlines®

It's an exciting time at American Airlines as they will begin operating the Boeing 777-300ER on one of their two daily flights from London Heathrow (LHR) to Miami (MIA) from 2 January 2014, available to book now.



## New caterer at London City (LCY) for flights to New York (JFK)

From 3 November flights departing London City (LCY) for New York (JFK) will be catered by DO&CO, who also provide the service for the return flight. Our chef Sinead Ferguson has worked very closely with the team at DO&CO to introduce new elements to the service that they hope our customers will enjoy.

Prior to departure, customers will notice a vast improvement to the gate lounge catering. Depending on the time of day, there will be a greater selection of breakfast and afternoon tea options.

Once air bound, customers who choose the first choice entrée will notice that it has been plated by the crew and presented on a new square white plate. Main courses range from beef fillet and potato truffle mousseline to sea bass with saltimbocca potatoes. The main course salad is topped with warm Loch Fyne salmon, king prawns or corn-fed chicken, depending on the time of day. All products contain premium ingredients cooked in-house, resulting in greater tasting food.

Sinead has introduced a warm dessert onboard, which was one of the popular A380 initiatives. The second meal service has also been refreshed by Sinead and the team, including almond and pear tartlets, gratinated chicken and asparagus pie, depending on the time of the flight.