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Virgin Australia Newsroom

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Psst! Virgin Australia refreshes onboard menu, launches mystery daily specials in time for summer holidays ^[2]

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Wednesday 15 December 2021

- Virgin Australia has today unveiled a refreshed Business Class and Economy menu in time for the airline's international services to resume tomorrow, and the busy summer holiday period.
- The revamped menu includes the return of fresh food available for purchase in Economy through a secret menu that will feature a range of more substantial products of the day. Items include pies, wraps and sandwiches.
- Following customer feedback, Virgin Australia will now stock twice as much sparkling wine in Business Class, and Economy customers will be able to purchase a range of new pre-mixed cocktails and non-alcoholic offerings.
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Virgin Australia is also returning the retro, offering nostalgic snacks like Cheezels and Violet Crumble's as part of nine new additional items added to the extensive Economy buy onboard menu.

As Virgin Australia gears up for a huge summer of travel, including the resumption their international flights to Fiji tomorrow, the airline has lifted the curtain on a revamped Economy and Business Class menu, featuring offerings for a range of different tastes.

Business Class menu

Travellers flying at the pointy end will experience new summer on-trend dishes that are both nourishing and healthy, with lots of bold flavours to excite the tastebuds 38,000ft in the air.

Dishes include chicken tagine, burrito power bowls and new pasta dishes, all served on tableware, including crockery, glassware and cutlery, providing a quality in-flight experience and further reducing single-use packaging as part of the airline's continued commitment to sustainability.

Complementing the holiday season, Virgin Australia has stocked the Business Class cabin with a large range of summer beverages, including the locally brewed Queensland Green Beacon Tropical Pale Ale, as well as doubling the amount of sparkling wine on board Business Class, following results of a recent customer survey.

The new-look Business Class menu will also be available on the airline's Fiji flights which take-off for the first time from Sydney, tomorrow.

Economy buy onboard menu

As part of Virgin Australia's second iteration of the airline's successful buy onboard Economy menu, more substantial fresh food items will return to all domestic and international flights, network-wide.

To give travellers more value and greater variety when flying on Virgin Australia, secret fresh food specials will be available on each flight, daily. Virgin Australia cabin crew will table the available fresh menu options at the start of each flight, with wraps, sandwiches and hot pies, just some of the tucker available in the air.

Virgin Australia is also bringing retro back! Violet Crumble's and Cheezels are part of nine new Economy buy on board menu items, while traditional flight favourites like cheese and crackers and alcoholic and non-alcoholic beverages, will continue to be available.

Cheese and crackers continue to top the airline's most purchased Economy snack items, and the airline is currently in the process of stockpiling thousands of packets for summer, particularly on services to Far North Queensland, where they sell more than any other services.

To create even greater value, Virgin Australia customers are able to bundle their Economy menu purchases, receiving discounts when they purchase specific items together, with multiple bundle discount options created to suit different reasons for travel and the time of day.

As part of the Economy experience, Virgin Australia will continue to serve complimentary tea, coffee and water on every flight.

Commentary

Virgin Australia Chief Customer and Digital Officer, Paul Jones said that the revamped menus will provide customers more value and more choice when they fly with Virgin Australia.

“As we ramp up our services for the summer holiday period, we’re bringing a lot of fun and energy to our new menu, as part of our commitment to creating great customer experiences,” said Mr Jones.

“Our new and fresh Business Class menu really speaks to the season, and we’ve put a lot of time into listening to customer feedback, and then delivering on what they want through some exceptional new products. Our customers also told us how much they loved our sparkling wine, so we’ve listened, and added more bubbles to the menu.

“Our new secret Economy menu will revolutionise the buy onboard offering, while providing more value and choice for customers. We’ll continually add fresh options each day from a range of items that we know our guests love – there’ll even be a pie in the sky, literally!

“We’re also showing just how contemporary we are as an airline by bringing the latest retro trend to all Virgin Australia flights, through products like Cheezels and Violet Crumbles, that bring back that nostalgic taste of Australia.

“We’re committed to providing our customers value at every step of their journey and our new Economy bundle optionality is a really great example of that.

Today’s announcement comes in time for the airline’s resumption of Fiji services and the increase in travel demand as state border restrictions ease and the summer travel period begins.

NOTES TO EDITOR

Business Class menu highlights

As part of the Virgin Australia Business Class experience, guests will be offered two menu choices on every flight, appropriate to the time of day and length of the flight. Passengers travelling to Fiji will enjoy additional menu offerings including a dessert and snacks throughout the flight.

Fiji Service

Breakfast

- Potato and corn fritters topped with tomato basil salsa, crumbled feta and sautéed spinach.
- Cheese omelette served with sauteed potatoes with onion, mushroom ragout and chicken chipolata.

Lunch/Dinner

- Chicken Chimichurri
- Pumpkin and eggplant lasagne

Virgin Australia

Breakfast

- Yoghurt with Passionfruit coulis
- Croissant with salmon & capers
- Zucchini fritter with goats cheese & roast tomato

Dinner

- Antipasto Plate with Salmon
- Chicken Tagine with Jewelled Rice
- Cheese Tortellini with Basil and Nuts Pesto Cream & Pumpkin

Beverages

- Australian white and red wines including Grant Burge NV Sparkling
- Australian craft beers including Green Beacon Tropical Pale Ale
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Selection of popular spirits including vodka, gin, scotch, bourbon and rum.

- Gordons Gin
- Jim Beam Bourbon White Label
- Bundaberg Rum
- Johnnie Walker Scotch Red Label
- Smirnoff Vodka
- Premium tea, coffee, juice and sparkling water

Economy Class menu highlights

Virgin Australia will continue to serve Economy guests complimentary tea, coffee and water. Passengers have the choice of upgrading to premium tea and coffee options.

Fresh food specials include:

- Trio Pie Pack (Pie, sausage roll and quiche)
- Ham and Cheese Toastie
- Chicken Caesar lettuce sandwich
- Roast Vegetables with feta wrap
- Chobani Almond Coco yoghurt

The new buy onboard menu includes revised bundle options:

- Brekky Bundle – Premium hot drinks, or juice with a muffin,
- Snack Time – Two snacks and your choice of beer, wine, juice or soft drink.

- Mixer Match – Your favourite spirit and mixer, served over ice.
- A Little Bit Fancy – Wine, cheese & crackers and your choice of Morish Premium Nibbles.

Snack highlights

- Mainland cheese & crackers
- Violet Crumble
- Cheezels Original Cheese
- Kettle Chips

Beverage highlights

- Australian Beer, wine and sparkling wine
- Spirits, including whisky, rum, Archie Rose gin, bourbon and vodka
- Soft drinks, including ginger beer, Coke, lemonade, sparkling water and fruit juice

[View full Economy menu](#) ^[3]

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