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Virgin Australia launches daily flights from Brisbane to Los Angeles ^[2]

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Virgin Australia this week increased services between Brisbane to Los Angeles, moving to a daily service from Sunday 26 October, 2014.

The Virgin Australia and Delta Air Lines trans-Pacific joint venture now offers two daily services between Sydney and Los Angeles and one daily service between Brisbane and Los Angeles.

The additional service will be flown by Virgin Australia's three-class Boeing 777 aircraft, which offer seatback in-flight entertainment, award-winning service, premium food and beverages and luxurious fully-flat bed seats in Business Class.

Chief Commercial Officer Judith Crompton said: "We are excited to commence daily services from Brisbane to Los Angeles this week as North America is an extremely important market for Virgin Australia.

"We have seen strong demand in the Brisbane market to Los Angeles so we are very pleased to be able to provide those customers with daily services.

"Virgin Australia continues to work with our partner Delta Air Lines to enhance our customer offering on the trans-Pacific."

To celebrate the daily services, the Virgin Australia Brisbane Lounge will offer American-themed food for a week including hotdogs and peanut butter cups, while a Hollywood-inspired social media competition will give away two return tickets from Brisbane to Los Angeles.

In December a brand new menu will be launched on board the Boeing 777 which celebrates the Northern Winter.

Resident Head Chef Luke Mangan said: "The December Business Class menu focusses on the seasonal changes to promote food which we associate with warmth and comfort during winter.

"We always keep the destination in mind when designing a menu as well as the local flavours and ingredients so the Los Angeles market has been a key focus for my team with this menu.

"We have a range of different dishes on the new menu but one I am most excited about is an American favourite; paprika and saffron braised beef short rib with soft polenta, roasted capsicum, olive and basil."

Next year, Virgin Australia's entire Boeing 777 fleet will be refitted with revolutionary new

Business Class seats, which represent a major enhancement to the travel experience on board. The seats, which convert into 80 inch fully-flat beds, are the first major product innovation under the airline's Virgin Vision 2017 strategy.

An innovative 1-2-1 configuration will guarantee passengers a window or aisle seat and maximum privacy to work, rest and unwind. The suite includes a unique tablet holder, a 16 to 18 inch touch screen for entertainment, multiple lighting settings and plenty of storage. The seat also offers the ultimate comfort with new soft furnishings, a number of adjustable positions to suit the differing needs of customers and an adjustable arm rest to increase the seat width when sleeping.

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