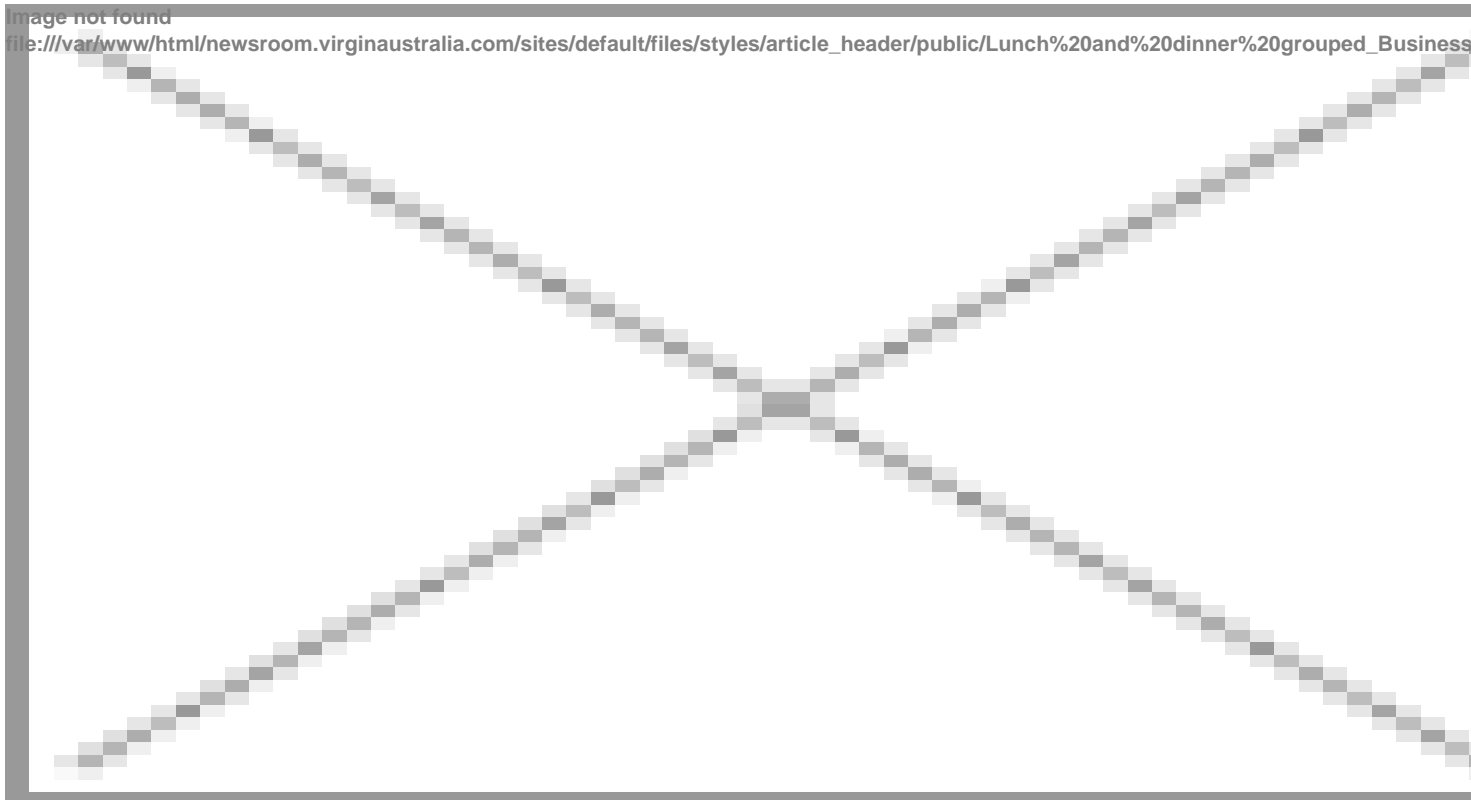




25 March 2021 | [Customer](#) ^[1]

Virgin Australia at your service with new menus and even more affordable flights ^[2]



- Highly anticipated new Business Class menu revealed, featuring locally sourced produce supporting Australian growers and farmers
- Extensive choice with a new Economy buy onboard menu featuring popular snacks and drinks
- Better value for Business and Economy guests, following the up to 20 per cent reductions to Business Class fares made in November 2020

New onboard menus have been introduced on all Virgin Australia flights from today to give customers more choice and better value.

The menus include a fresh and delicious new Business Class menu focused on quality and simplicity and a buy onboard menu of popular snacks and drinks for Economy guests.

Business Class menu

The highly anticipated Business Class menu launch heralds a new era of flying for the relaunched Virgin Australia, with simple, modern, fresh and contemporary dishes, made using locally sourced Australian produce, now being served at 38,000ft.

Dishes include a range of hot meals, healthy salads and Australian classics, 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.

Promising high quality and simplicity, the new menu will rotate on a bi-monthly basis and comes with all-inclusive premium Australian wine and beer, plus soft beverages and spirits.

The new Business class experience also triggered a training refresh for the airline's cabin crew, with new hospitality standards that focus on customer engagement allowing more time in the cabin with guests.

Economy buy onboard menu

Following significant time spent with consumers and Virgin Australia team members, the airline has found that travellers would prefer to choose their own food and beverage in a buy onboard model on domestic flights, instead of receiving a predetermined snack.

The new Economy buy onboard menu is designed to give travellers greater value, taking the previously included snack out of the ticket price, to provide great value fares every day.

Initially, the menu will feature the most popular snack and beverage items, including cheese and crackers and Australian wine, before a greater range of menu items are introduced later in the year when travel demand is expected to resume to near pre-COVID levels.

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

Greater value airfares to stay

Following a reduction in the price of Business Class fares of up to 20 percent last November in comparison with pre-COVID-19 prices, Virgin Australia also announced today that the airline will undertake a further review of its Business and Economy Class fare brands.

The new fare brands will deliver better value for travellers, provide more flexibility and choice when compared to travelling prior to COVID-19. The significant win for consumers will make a seat in Business Class more accessible than ever before.

Commentary

Virgin Australia Group CEO and Managing Director Jayne Hrdlicka said that many months had been spent developing the new onboard experience following extensive customer research.

"We're continuing to write a new chapter at Virgin Australia and we're incredibly focused on creating great experiences for our guests. Today we've delivered an exceptional Business Class product and more choice and value for Economy guests that we know they're going to love," said Ms Hrdlicka.

"Our new Business Class menu and service design is high quality, relaxed, uncomplicated and exactly what our guests and team members have told us they want. I'm really proud of what we've delivered.

"The launch of our new Business Class food experience and a commitment to reduce airfares even further by the middle of this year, is a really great example of just how irresistible it is to fly with Virgin Australia.

Commenting on the reintroduction of an Economy buy onboard menu, Hrdlicka said: "Today's customers are more conscious about what they consume than ever before. We like to choose what we eat and what we drink throughout the day – we are simply extending that choice onboard as well."

"By removing snacks that aren't valued by our guests we're able to structurally reduce airfares making it even cheaper to fly. We'll continue to offer complimentary tea, coffee and water on all flights and the opportunity for guests to purchase their favourite menu items at a reasonable price," she said.

Virgin Australia General Manager Product and Customer, Sarah Adam said the new Business Class menu had been designed with altitude in mind.

"It's well known that when you're high above the clouds you lose some sense of taste and smell so this was a really important factor in designing the new menu so our food not only looks great but tastes great in the air," said Ms Adam.

"We've really dialled-up the flavours in the food with the right seasoning and textures to provide a very competitive Business Class experience for domestic travel in Australia."

"Supporting Australian farmers and producers was another important factor in designing the menu so we'll have seasonal Australian produce from local producers in dishes throughout the year," said Ms Adam.

Today's announcement follows the reopening of all seven Virgin Australia domestic Lounges, including a new-look Lounge of the future in Adelaide, a flexible booking policy until 31 January 2022, a five-year sponsorship renewal with the AFL, the inaugural Virgin Australia Pride Flight, the airline's first-ever onboard wedding, and the Federal Government's Aviation Support Package, which includes half-price fares.

DOWNLOAD ^[3] **menu and cabin images.**

NOTES TO EDITOR

Economy Class menu highlights

Virgin Australia will continue to serve Economy guests complimentary tea, coffee and water on every flight.

The new buy onboard menu includes options to bundle and save:

- Buy any two items and save \$2
- Buy any three items and save \$4
- Buy and four items and save \$5

Snacks

- Mainland cheese and crackers
- Kettle chips
- Mr Lee's noodles
- Chocolate muffins

Beverages

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

View full Economy menu [here](#) [4].

NB: A buy onboard menu for flights within Western Australia and between Perth and Darwin will launch on Tuesday 30 March 2021. Until this date, the Economy offering will continue to include a complimentary snack.

Business Class menu highlights

As part of the new 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.

Breakfast

- Smashed avocado and crumbled feta on sourdough, served alongside Greek yoghurt with mango coulis, seasonal fresh fruit and a Danish pastry;
- Ham and scrambled egg brioche roll with tomato relish, served alongside Greek yoghurt with mango coulis and seasonal fresh fruit;
- Bircher muesli with cherry compote, served with a Danish pastry.

Lunch

- Pumpkin and prosciutto salad served with cheese and crackers and chocolate delight cake
- Turkey, brie and fig jam sourdough melt served with cheese and crackers
- Haloumi and quinoa salad served with cheese and crackers

Dinner

- Lamb and rosemary pie with a pumpkin and feta smash, served alongside an antipasto plate with prosciutto, cheese and crackers and a chocolate delight cake
- Pumpkin and prosciutto salad served with cheese and biscuits
- Haloumi and quinoa salad served alongside an antipasto plate with marinated vegetables, cheese and crackers and a chocolate delight cake

Beverages

- Australian white and red wines including Grant Burge NV Sparkling
- Australian craft beers including Green Beacon Tropical Pale Ale
- 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

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- **[Download Images](#)** [6]

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