

# FINANCIAL

## Singapore Airlines Now Serving Taittinger Champagne in Business Class

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The FINANCIAL -- Business Class customers on Singapore Airlines can now enjoy the exquisite taste of the Prelude “Grands Crus” from Taittinger, according to Singapore Airlines.

Produced by one of the few remaining family-owned champagne houses, Prelude “Grands Crus” is made with the first pressings of an equal portion of Chardonnay and Pinot Noir grapes, selected from Grand Cru vineyards.

“We’re pleased to be offering Taittinger Prelude “Grands Crus” to our Business Class customers. Prelude “Grands Crus” is made solely from the best Grand Cru vineyards in the Taittinger family’s own estate and is then aged for more than five years in their cellars. For elegance in the glass and exclusivity in the air, this is something really special,” said Singapore Airlines Wine Panel member Oz Clarke.

Clarke is the newest member of the Singapore Airlines Wine Panel that selected this champagne. The panel also includes Michael Hill-Smith, the first Australian to pass the challenging Master of Wine examinations, and Jeannie Cho Lee, the first Asian to be awarded the Master of Wine title.

“Our new Business Class offering is testament to the lengths we go to for our customers to enjoy champagne from one of the best vineyards in the world. This outstanding champagne is a joyous blend of finesse and complexity, which will certainly delight the most discerning palates,” said Senior Vice President Product & Services, Mr Tan Pee Teck.

Around 194,000 bottles of champagne are consumed on Singapore Airlines flights annually. Currently, Singapore Airlines is the only airline that serves the rare and highly coveted Grand Cru Red Burgundy and two prestige cuvées, Dom Perignon and Krug Grand Cuvée, in tandem, according to Singapore Airlines.