EasyJet Launches Spring Food And Retail Range As Inflight Sales Continue To Take Off

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- Sales up 12% year on year due to improved choice and popular brands
- On-board Bistro and Boutique now in two brochures with new look and feel
- Boutique Price Guarantee introduced
- Double-page spread featuring hot beauty buys as recommended by Grazia's Health and Beauty Director

At a time when its inflight food and retail products are more popular than ever, easyJet is making it easier than ever for customers to make their selections with two stand-alone brochures - one for food and drinks and the other for all those luxuries, gifts and travel essentials. Boutique has a new editorial look and feel, featuring new premium brands inspired by Spring. easyJet has also introduced its Boutique Price Guarantee - a commitment to refund the difference in price if customers are able to find any Boutique product cheaper on the UK high street.

Bistro remains focussed on quality brands and offering great value deals which is why our food and drink onboard has grown in popularity over the past twelve months with an uplift of 12% in sales.

The redesign was inspired by the voice of easyJet's customers and feedback from its cabin crew including its Sales & Customer Champions who helped to shape the fresh design which will be available across Europe until Summer.

In a first for easyJet, the Boutique brochure now features a double-page spread of '10 hot beauty buys', as recommended by Grazia's Health and Beauty Director, Rose Beer - a trusted expert. Each product comes with a brief explanation as to why it has made Rose's top-10 list.The airline has introduced some more big name premium brands to complement the existing range such as Chloe, Estee Lauder and Tommy Hilfiger.

easyJet has also introduced a new all-day breakfast deal that offers passengers great value and choice on flights throughout the day. Customers can choose between tea, coffee or Tropicana and pair with a 9NINE bar or croissant for three pounds and fifty pence, or change to porridge for four pounds.

If you can't wait until you're onboard, you can browse before you fly on the easyJet app.

Charlotte Bunney, Head of In-flight Retail, said:

'At easyJet, we're always looking for ways to enhance our customer experience and we believe our new onboard brochures will be well received and will meet customers' needs.

'The Boutique Price Guarantee will not only highlight the great prices on our big name brands which are available to our customers but also give them confidence that they can make significant savings on board. We're also delighted with our new double-page feature of hot beauty buys from Grazia's Health and Beauty Director, Rose Beer, and we hope to continue to work with Grazia in the future.'

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