JetBlue Airways' Low-Fare Sommelier Reveals New In-Flight Pours From Argentina's Familia Zuccardi

Oct 15, 2007

JetBlue Airways' Low-Fare Sommelier Reveals New In-Flight Pours From Argentina's Familia Zuccardi

Best Cellars Co-Founder Joshua Wesson Selects Santa Julia Viognier and Merlot to Complement the Airline's Brand-Name Snacks

NEW YORK, Oct 15, 2007 (PrimeNewswire via COMTEX News Network) -- JetBlue Airways Corporation (Nasdaq:JBLU) today announces its newest selection of pours for the fall and winter seasons. Beginning this week, Santa Julia Viognier and Merlot from Familia Zuccardi in Argentina, the low-cost carrier's first South American offerings, will be available for purchase on all JetBlue flights(a). With this selection, JetBlue nears the second anniversary of its in-flight wine program with Low-Fare Sommelier Joshua Wesson, co-founder of Best Cellars Inc. Selections vary throughout the year.

"Customers have come to know and trust Joshua's selection of fine quality wines at affordable prices," said Brett Muney, Manager, Product Development for JetBlue. "Not only do the wine selections pair nicely with our variety of brand-name snacks, but the program also enhances the JetBlue travel and taste experience for our customers."

JetBlue's wine program with Best Cellars began in December of 2005 with Twin Fin's 2004 Monterey Pinot Noir and Chardonnay, followed by Just's Languedoc Merlot and Sauvignon Blanc in June of 2006 and 3 blind moose California Chardonnay and Merlot in January of this year.

"I'm particularly excited about the quality of our latest in-flight pours," said Joshua Wesson, JetBlue's Low-Fare Sommelier. "Argentina has become a hot zone for modestly priced yet immodestly delicious wines, and Santa Julia's Viognier and Merlot, from one of the country's most innovative wineries, are standout selections in every way."

"We are very proud to have our wines served on JetBlue," said Familia Zuccardi president, Jose Alberto Zuccardi. "We think that this opportunity to work together is a perfect match for both partners."

Joshua Wesson's tasting notes are provided with each wine selection on board. Below are the tasting notes for the program's latest round of hand-picked pours:

Santa Julia Viognier (Fruitylicious!)		Santa Julia Merlot (Smooth Operator)	
Crafted from one of the world's sexiest white grape varieties, Santa Julia's fragrant, vibrant Viognier ("vee-own-yay) twice teases the palate with its seductive scent of just-picked pears and enticing flavor of fresh-cut melon.		Black Cherries and damson plums can only dream of growing up to taste as rich and ripe as the red fruit in Santa Julia's deep purple, goes-to-eleven Merlot. One sip, and you'll be lost in a dream all your own.	
What:	Viognier	What:	Merlot
Where:	Mendoza, Argentina	Where:	Mendoza, Argentina
Sugar level:	Dry	Sugar level:	Dry
Taste category:	Soft (medium-bodied white wine)	Taste category:	Smooth (medium-bodied red wine)
JetBlue Snack Pairing:	Makes you wish you'd bought that chicken Caesar wrap!	JetBlue Snack Pairing:	Nuts for roasted cashews!

Best Cellars operates a chain of award-winning value-oriented wine stores where the bottles are arranged by taste and priced mostly under $15. Selections are limited to around 100 labels from across the wine world, hand-picked by the Best Cellars team of top-gun palates led by Chairman, Co-Founder and Executive Wine Director, Joshua Wesson (who now adds "Low-Fare Sommelier" to his long list of vinous accomplishments). Best Cellars stores can be found in New York City, Boston, Washington D.C., Dallas and Arlington, VA. The company's online store is accessible at www.bestcellars.com.

Familia Zuccardi was founded in 1963 by Don Alberto Zuccardi and is now the second largest family owned winery in Argentina with exports to over 40 countries. Under the leadership team of three generations of Zuccardi's, the winery has built a reputation on innovation, utilizing cutting edge technology, organic farming and experimentation with new techniques and varietals. They were the first winery in Argentina to commercially produce Viognier under their Santa Julia line. They are proud to have this wine along with the Santa Julia Merlot served on JetBlue flights. For more information on Familia Zuccardi, please visit their website at www.familiazuccardi.com?wp_ml=0, or that of their US importer, Winesellers, Ltd. at www.winesellersltd.com?wp_ml=0.

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers the most legroom throughout coach (based on average fleet-wide seat pitch for U.S. airlines). JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 54 cities with up to 525 daily flights. With JetBlue, all seats are assigned, all travel is ticketless, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JETBLUE (1-800-538-2583) or visit www.jetblue.com.

The JetBlue logo is available at http://www.primenewswire.com/newsroom/prs/?pkgid=795

(a) Beer, wine and cocktails are available for purchase ($5) on JetBlue flights over one hour. Must be 21 or over for purchase with proof of positive I.D.

DIRECTV(r) service is not available on flights outside the continental United States; however, where applicable FOX InFlight(tm) is offered complimentary on these routes. FOX InFlight(tm) is a trademark of Twentieth Century Fox Film Corporation. JetBlue's in-flight entertainment service is provided by LiveTV, a wholly owned subsidiary of JetBlue.

This press release contains statements of a forward-looking nature which represent our management's beliefs and assumptions concerning future events. Forward-looking statements involve risks, uncertainties and assumptions, and are based on information currently available to us. Actual results may differ materially from those expressed in the forward-looking statements due to many factors, including, without limitation, our extremely competitive industry; increases in fuel prices, maintenance costs and interest rates; our ability to implement our growth strategy, including the ability to operate reliably the EMBRAER 190 aircraft; our significant fixed obligations; our ability to attract and retain qualified personnel and maintain our culture as we grow; our reliance on high daily aircraft utilization; our dependence on the New York metropolitan market and the effect of increased congestion in this market; our reliance on automated systems and technology; our being subject to potential unionization; our reliance on a limited number of suppliers; changes in or additional government regulation; changes in our industry due to other airlines' financial condition; and external geopolitical events and conditions. Further information concerning these and other factors is contained in the Company's Securities and Exchange Commission filings, including but not limited to, the Company's 2006 Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. We undertake no obligation to update any forward-looking statements to reflect events or circumstances that may arise after the date of this release.

This news release was distributed by PrimeNewswire, www.primenewswire.com

SOURCE: JetBlue Airways Corporation

JetBlue Corporate Communications
(718) 709-3089
CorporateCommunications@jetblue.com

JetBlue Reservations
(800) JET-BLUE (538-2583)
http://www.jetblue.com/?source=pr

Powered by SITECORE