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Jun 21, 2010

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Specialty ice cream shop operated as franchise by The Grove, Inc. -

NEW YORK, June 21, 2010 /PRNewswire via COMTEX/ --Coinciding with the official start of summer, JetBlue Airways (Nasdaq: JBLU) today welcomes Ben & Jerry's to the variety of retail establishments at the value airline's customer-friendly, new Terminal 5 at John F. Kennedy International Airport. The Ben & Jerry's Scoop Shop, offering an oasis of ice cream euphoria, is located opposite Gate 24 and is operated as a franchise by The Grove, Inc., an experienced airport concession operator with presence in terminals nationwide.

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"With the start of the warm and busy summer travel season, JetBlue customers will certainly enjoy the refreshing ice cream, shakes and other treats at the Ben & Jerry's Scoop Shop at Terminal 5," said Mitch Nadler, director, concession management, JetBlue Airways. "Ben & Jerry's is a Vermont institution. Burlington was one of our first destinations and we're excited to bring a little bit of the Green Mountain State to JFK."

"We are excited to add Ben & Jerry's to our brand portfolio!" said Michelle Dukler, president & CEO of The Grove, Inc. "We are happy to be part of the new JetBlue concession program at JFK Terminal 5 and look forward to providing continuing service to JetBlue customers."

JetBlue provides customers with a unique dining and shopping experience at Terminal 5 with dozens of food and beverage and retail outlets. Many options are easily accessible in the terminal's central 55,000 square-foot dining and shopping Marketplace. The Marketplace offers a unique customer experience evoking iconic elements of New York City, including a digital ring comprised of 43 40-inch flat-screen televisions suspended from the ceiling by a cable network, and stadium and platform seating offering a unique dining and people-watching vantage point.

JetBlue's Terminal 5 received top honors in four categories in Airport Revenue News' (ARN) 2010 Best Airport & Concessionaire Awards in the Single Terminal Division, including "Terminal with the Best Concessions Program Design," "Terminal with the Most Unique Services," "Terminal with the Best Overall Concessions Program" and "Terminal with the Best Concessions Management Team."

About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the sixth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic 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 61 cities with 650 daily flights. New service to Ronal Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

About The Grove, Inc.

The Grove, Inc. began in 1981 as an ACBDE company that was dedicated to offering airport travelers healthy and delicious snacks. In 2004, the company evolved into a brand operator in airports nationwide. In addition to operating The Grove branded stores, the company has expanded by operating well known brands such as Dunkin Donuts, Subway, Rocky Mountain Chocolate Factory, Jamba Juice, Wendy's, Famous Famiglia, Smoothie King, Red Mango, and most recently, Ben & Jerry's. The company now has approximately 60 locations in airports across the country, including the top 10 busiest airports in the nation.

The Grove, Inc. prides itself on being brand ambassadors by operating all of its brands as if they were their own. The company settles for nothing less than excellence in providing world-class customer service and premium quality products along with visually appealing locations. In addition, the company's experience as an airport concessionaire for the past 29 years has provided unique knowledge and insight. For more information visit www.grovesnacks.com.

About Ben & Jerry's

Ben & Jerry's produces a wide variety of super-premium ice cream and ice cream novelties, using high-quality ingredients including milk and cream from family farmers who pledge not to treat their cows with the synthetic hormone rBGH*. The company states its position on rBGH on its labels. Ben & Jerry's

products are distributed nationwide and in selected foreign countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry's Scoop Shops, restaurants and other venues. Ben & Jerry's, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing product quality, economic reward and a commitment to the community. The goal of the social mission is to integrate a concern for the community into as many day to day business operations as possible while maintaining the product and economic missions. The move to Fair Trade ingredients is driven by that commitment. For more visit www.benjerry.com.

* The FDA has said no significant difference has been shown and no test can now distinguish between milk from rBGH treated cows and untreated cows. Not all the suppliers of our other ingredients can promise that the milk they use comes from untreated cows.

SOURCE JetBlue Airways

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