JetBlue's Premium Transcontinental Service Mint Takes Off

Jun 15, 2014

JetBlue's Premium Transcontinental Service Mint Takes Off

-- Mint Offers Private Suites, the Widest Seat and Longest Fully-Flat Bed on Domestic U.S. Routes (a) --

-- Mint Fares Starts at $599 One Way (b) --

NEW YORK , NY -- (Marketwired) -- 06/15/14 -- JetBlue Airways (NASDAQ: JBLU), today launches its take on premium service, Mint, between New York (JFK) and Los Angeles (LAX). By August 3, 2014, all JetBlue flights between New York (JFK) and Los Angeles (LAX) will feature Mint. On October 26, 2014, JetBlue will expand this distinctive new offer to the New York (JFK) - San Francisco (SFO) route.

Mint features the widest seat and longest fully-flat bed in the U.S. domestic market and four private suites among the 16 seats. JetBlue is now the only airline in America and one of the few in the world to offer customers a private suite. The Mint experience also updates one of JetBlue's best-known features, LiveTV™ at every seat. Mint features a15-inch flat screen with 100+ channels of DIRECTV® programming and more than 100 channels of SiriusXM® satellite radio.

"This is a big day for travelers as JetBlue once again revolutionizes air travel. None of our competitors offer customers seats as wide and beds as long as Mint, private suites, customized amenity kits and tapas-styled dining. Mint is a whole new take on flying, available at a significantly lower fare than other airline's premium services," said JetBlue CEO Dave Barger. "Combined with winning our tenth consecutive J.D. Power Award for customer satisfaction last month, we are simply minting a new way to fly that is truly above and beyond the standard that customers have come to accept."

Mint fares start at an industry-shattering $599 one way (b), much lower than any competitors' premium offering and are available between New York (JFK) and Los Angeles (LAX) as well as between New York (JFK) and San Francisco (SFO), which launches later this fall. To book seats or find out more details about Mint, visit jetblue.com/Mint.

JetBlue has teamed up with a number of unique partners to provide a distinctive product with Mint. From a tapas-style menu curated by popular New York City restaurant Saxon+Parole and customized amenity kits from Birchbox, to organic desserts by Blue Marble Ice Cream and a sweet treat from Mah-ze-Dahr Bakery, Mint customers will enjoy the latest products and delicious cuisine providing refresh-mint, entertain-mint and rejuvenation during and after their flight.

Mint is available on brand new Airbus A321 aircraft that are being continuously added to JetBlue's fleet. JetBlue's A321 sub-fleet with Mint will total 11 aircraft by the end of first quarter 2015. The Mint seat is fully customized to JetBlue's requirements and features:

- Fully lie-flat beds up to 6' 8" (203cm), averaging the longest in the U.S. domestic business class market (a)
- The only private suites with closing doors in the American domestic market, four on each flight
- Seats up to 22.3" wide, making them the widest seats on average in the U.S. domestic market (a)
- Air cushions with adjustable firmness
- Built-in massage function
- 15-inch flat screen with 100+ channels of DIRECTV® programming and 100+ channels of SiriusXM® satellite radio
- Shoe storage
- Dual 110volt power outlets with two USB ports
- "Wake me for service" indicator, allowing customers to customize their service needs
- Pre-departure signature drink, followed by a cocktail and amuse-bouche once airborne
- Curated menu by popular New York City restaurant Saxon + Parole
- Customers will customize their meal by choosing among five offerings, comfort food with a twist, served tapas-style.
- Customized men's and women's kits amenity kits by partner Birchbox
- Dessert from Blue Marble Ice Cream
- Sweet treats from Mah-ze-Dahr Bakery

New A321 aircraft also features a refreshed core experience

JetBlue's brand new Airbus A321 aircraft also features an enhanced core product, including a new world-class seat designed to maximize comfort, larger 10.1" personal screens offering 100+ channels of DIRECTTV® programming and 100+ channels of SiriusXM® radio (d), in-seat power outlets accessible to all customers and a drink holder. As a result of the new next-generation slimmer seat design, customers will enjoy even more living space and the most legroom in coach (c), as well as more comfort.

JetBlue already provided unlimited snacks and soft drinks, an offering that will be expanded aboard Mint aircraft. To add even more to the core experience on New York-Los Angeles/San Francisco flights, JetBlue created the Inflight Marketplace concept for all new Airbus A321s, a complimentary self-serve station full of snacks, soft drinks and water for customers to enjoy at their convenience throughout the flight.

To celebrate the introduction of Mint, JetBlue has launched a special Mint sweepstakes, which will run until June 26 where one lucky customer will win a pair of travel certificates for a round-trip Mint experience between New York and Los Angeles or New York and San Francisco (d). To enter, go visit www.jetblue.com/mint-sweeps.

About JetBlue Airways

JetBlue is New York's Hometown™ Airline and a leading carrier in Los Angeles, as well as Boston, Fort Lauderdale-Hollywood, and Orlando and San Juan. JetBlue carries more than 30 million customers a year to 85 cities in the U.S., Caribbean and Latin America with an average of 825 daily flights. New service to Hyannis, Mass. begins June 26. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). For more information please visit JetBlue.com.

(a) Based on average length/width of lie-flat beds on domestic flights operated by U.S. airlines.

(b) Fare is subject to availability; may not be available on all flights; may change without notice; must be purchased at time of reservation; and is one-way, nonstop, nonrefundable and nontransferable. Reservations made one week or more prior to a flight's scheduled departure may be canceled without penalty up to 24 hours after the reservation is made. First checked bag is free (weight and size limits and exceptions for itineraries including flights marked or operated by other airlines apply). Fare does not include fees for oversized/overweight/extra baggage or other fees for products/services sold separately. To view baggage fees and other optional services and fees, click here . $25 fee per person applies to fares (not Award flights) purchased by phone or at an airport or ticket office. Cancellations/changes must be made prior to scheduled departure (otherwise all money for fare is forfeited); $150 change/cancel fee per person will apply, and for changes, there may be a fare adjustment. Cancellations receive JetBlue travel credit, valid for one year. Proper documentation required for boarding. Other restrictions apply.

(c) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines.

(d) No purchase necessary to enter or win this sweepstakes. A purchase or payment will not increase your chances of winning. Sweepstakes starts at 12:00:00 AM ET on 6/12/14 and ends at 11:59:59 PM ET on 6/26/14. Open to legal residents of the U.S., DC & PR who are at least 18 years old at time of entry. Void outside the U.S., DC, PR and where prohibited. One (1) Grand Prize valued at $2,396, will be awarded. Odds of winning depend upon the number of eligible entries received. Void where prohibited. See Official Rules for complete details and entry instructions. Sponsor: JetBlue Airways, 27-01 Queens Plaza North, NY 11101. All rights reserved.

The following files are available for download:

- JetBlue Mint
- JetBlue Mint service
- JetBlue Mint double seat
- JetBlue Mint dining private suite
- JetBlue Mint overview
- JetBlue Mint amuse-bouche
- JetBlue Mint crewmember service
- JetBlue Mint private suite
- JetBlue Mint private suite night

MEDIA CONTACTS
JetBlue Corporate Communications
Tel: +1 718 709 3089
corpcomm@jetblue.com

Source: JetBlue

Powered by SITECORE