After Making Transcontinental Travel Feel Premium Again, JetBlue Begins Flying Mint to the Caribbean

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Same Lie-Flat Seating and Acclaimed Service Set to Wow Island Seekers, With an Added Caribbean Twist

NEW YORK, NY -- (Marketwired) -- 11/06/15 -- One year after disrupting transcontinental flying with its refreshing take on premium travel, JetBlue (NASDAQ: JBLU) is set to launch its acclaimed Mint experience to Barbados and Aruba from New York's John F. Kennedy International Airport (JFK) beginning Saturday, November 7. Barbados and Aruba mark the first new Mint destinations since it launched in June 2014.

JetBlue will operate weekly roundtrip Mint flights on Saturdays through April 30, 2016, to Grantley Adams International Airport in Barbados (BGI) and Queen Beatrix International Airport in Aruba (AUA), two of the airline's most popular Caribbean routes. Between December 19, 2015 and January 4, 2016, Mint flights we be offered daily. Additionally, seasonal weekly Mint service between Boston Logan International Airport (BOS) and Barbados launches March 2016.

"Mint continues to wow customers flying across the U.S., and we expect the same reaction from those traveling to Barbados and Aruba this winter," said Marty St. George, executive vice president commercial and planning, JetBlue. "By offering Mint to the Caribbean, we are reaffirming our position as the leading airline in the region with a premium experience that no other airline provides."

Lie-Flat to the Caribbean, Regionally Inspired Menu

With Mint, JetBlue becomes the only U.S. airline to operate regular service with lie-flat seating to the region. In addition to lie-flat seating, customers can expect the same Mint experience they love on transcontinental routes, with an added twist: Mint's northbound menus from Aruba and Barbados will feature new regionally inspired small plates such as ginger marinated shrimp, Caribbean chicken curry and pan seared flying fish curated by a local culinary team. Mint customers on these flights will also be treated to a new welcome drink featuring rum and island flavors.

Southbound flights will offer the acclaimed Mint menu created by New York-based Saxon + Parole.

"Today marks a historic moment for the island of Barbados and our valued partner JetBlue, as we launch the Mint service to Barbados -- the first ever regularly scheduled premium service featuring lie-flat seating to the Caribbean from the U.S. market. Barbados' new Mint service further establishes the island's positioning as leading luxury product, now with an incredible point of differentiation," said Petra Roach, U.S. Director BTMI. "We could not be more pleased that JetBlue has invested their belief in our island nation for this truly momentous initiative."

"Travelers in Aruba receive exceptional service from the moment they land," says Aruba Tourism Authority CMO Sanju Luidens. "With the expanded JetBlue Mint Class service to Aruba, our visitors will now enjoy this exceptional service en route to our One happy island."

Mint Continues to Grow

Mint transcontinental service continues to grow in both New York and Boston. In 2016 JetBlue will operate up to ten daily roundtrips between JFK and Los Angeles International Airport (LAX) and up to six daily roundtrips between JFK and San Francisco International Airport (SFO). In March 2016, JetBlue will launch Mint service between Boston and San Francisco with up to three daily roundtrips. Mint service between Boston and Los Angeles will begin in fall 2016.

Mint was recognized in Fast Company's 2015 Innovation By Design Awards, which honors innovative and disruptive design that pushes boundaries and seeks to change the world.

Mint offers a completely rethought design and a more human approach to service, addressing the needs of the modern traveler. Mint features exceptional hospitality from specially trained crewmembers and a thoughtful product offering.

Favorite Mint features include a specialty cocktail, a tapas-style menu by New York City restaurant Saxon + Parole, fresh coffee from the first purposely-built cappuccino machine for a U.S. airline, amenity kits by Birchbox, and dessert from Blue Marble and Mah-ze-Dahr Bakery. Mint aircraft include private suites, the widest seat and longest fully-flat bed in the U.S. domestic market (a) and a 15-inch flat screen with complimentary entertainment options.

The A321 Experience

JetBlue offers Mint on its new Airbus 321 aircraft, which features a completely redesigned onboard experience throughout the entire cabin.

The A321 core experience leads other airlines' offerings as well. Features of the A321 core interior include 10-inch television screens offering free entertainment, comfortable seats with the most legroom in coach (b) and power outlets accessible to all customers. JetBlue's popular marketplace, a self-serve station full of snacks, sodas and water for customers to enjoy at their convenience, is also available throughout the flight. And all A321 aircraft offer

JetBlue's free Fly-Fi high-speed broadband Internet service when flying over the continental U.S., access to JetBlue's Hub content on personal devices and first-run Hollywood movies.

About JetBlue Airways

JetBlue is New York's Hometown Airline™, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan. JetBlue carries more than 32 million customers a year to 92 cities in the U.S., Caribbean, and Latin America with an average of 900 daily flights. 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) JetBlue offers the most legroom in coach, based on average fleet-wide seat pitch for U.S. airlines


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MEDIA CONTACTJetBlue Corporate CommunicationsTel: +1 718 709 3089corpcomm@jetblue.com
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