We're Not Slackin' on Snackin: JetBlue Introduces New Brand Name Snacks to Its Unlimited Free Onboard Options

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Now serving Cheez-It® crackers and Ocean Spray® Craisins® onboard JetBlue flights; just two of five free unlimited premium brands in the JetBlue snack basket #FreeSnacks

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ: JBLU) – the airline made famous by its unlimited free blue chips and live seatback televisions – today announced it is now offering Cheez-It® crackers and Ocean Spray® Craisins® as part of the airline's free unlimited onboard snack options.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20160719005991/en/



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JetBlue regularly refreshes its onboard snack options to include new choices and address changing customer preferences, but two things never change: snacks on JetBlue are always free, and always unlimited. JetBlue's five free brand-name snacks are: Cheez-It® crackers, Craisins® dried cranberries, PopCorners® popcorn chips, Skeeter™ Nut-Free chocolate chip cookies, and the well-known Terra Blues® potato chips. (a)

"Free snacks are back? They never went away at JetBlue," said Jamie Perry, vice president of marketing, JetBlue. "When our onboard snack basket comes around you're free to grab as much as you want. It's like the comfort of your home – all the snacks you like, live television, and free Fly-Fi with streaming video while you relax in a comfortable seat with plenty of legroom."

Whether salty or sweet, indulgent or health conscious, JetBlue looks to offer snacks that provide a variety of options for customers and satisfy all taste buds. Cheez-It Crackers are the No. 1 baked cheese cracker in America, contain nine grams of whole grains and are one of the top five most consumed salty snacks. Ocean Spray Craisins have no artificial flavors, colors, or preservatives and are a great fat free, gluten free, and peanut free choice for JetBlue customers.

For 16 years, JetBlue has offered free unlimited brand-name snacks. For customers looking for additional eats onboard, JetBlue offers EatUp® boxes on all flights and EatUp® Café menu options with fresh fair like spicy soba, Korean-style chicken or kale salad for select long-haul flights.

Recognized by JD Power with 12 consecutive awards for providing the highest in customer satisfaction, JetBlue continues to offer an unmatched inflight experience which includes their unlimited snack and drink options, freshly brewed Dunkin Donuts coffee, personal TV at every seat with 36+ channels of DirecTV® and 100+ channels of SIRIUS XM Radio® as well as the most legroom in coach (b).

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 35 million customers a year to 96 cities in the U.S., Caribbean, and Latin America with an average of 925 daily flights. For more information please visit jetblue.com.

(a) Some snacks may not be available on all flights.

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

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