JetBlue Brings Culinary Empire Milk Bar to Its Mint Premium Experience

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JetBlue Mint gets sweeter serving renowned Chef Christina Tosi's iconic Milk Bar cookies, green juice and bagel rounds as premium service grows coast to coast

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ: JBLU) today announced the introduction of its newest JetBlue Mint partner, New York City-based Milk Bar, which celebrates both Milk Bar's irresistible culinary treats and the undeniable fun of this iconic brand. Beginning in April, all JetBlue Mint travelers will be delighted with a pre-arrival Milk Bar cookie. On Mint redeye flights Milk Bar's HardBody green juice (a selection from Milk Bar's "LIFE" line of healthy products) and well-known Bagel Rounds will be served in a Milk Bar to-go bag. These new additions come as JetBlue continues to refresh its Mint experience as the premium service touches down in new destinations from east to west coast this year.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170322005850/en/



Mintroducing Milk Bar to the JetBlue Mint experience (Photo: Business Wire)

Milk Bar was founded in 2008 by award-winning pastry chef and MasterChef judge Christina Tosi. The culinary empire and lifestyle brand focuses on putting a playful spin on familiar home-style desserts from soft serve to custom cakes, as well as savory snacks. Each Mint customer will receive a delicious pre-arrival treat from Milk Bar featuring a signature cookie in a custom gift box. Cookie flavors will vary by departure with options including Milk Bar's Confetti Cookie, Cornflake Chocolate Chip Marshmallow and famous Compost® Cookie.

"I spend a lot of time on airplanes lately," said Christina Tosi, founder and CEO of Milk Bar. "My secret travel trick when traveling to our Milk Bar stores and kitchens in NYC, DC, Las Vegas and beyond is to sneak a Milk Bar cookie on board to help me power through the flight. That's why I was beyond pumped when JetBlue approached us with the opportunity to make their Mint experience a little sweeter. Whether it's one of our signature Milk Bar cookies, Hard Body cold-pressed juice, or everything bagel round after a redeye, Milk Bar has you covered - on the ground or all the way up at 30,000 feet!"

Milk Bar is dedicated to using high-quality ingredients including locally-sourced dairy which reflects Mint's culinary vision of offering sustainably sourced food served in a purposeful way. JetBlue continues to keep Mint's food offering fresh by curating meaningful relationships in the culinary industry, Milk Bar is a wonderful addition to the esteemed list of partners.

"We have some of New York's best hometown brands on board JetBlue Mint and Milk Bar will fit right in," said Jamie Perry, vice president of marketing."The bakery, known for its delicious delights, broad culinary following and loyal fan base compliments Mint's unique menu and will have our customers tickled Milk Bar pink with every sweet or savory treat they receive."

Milk Bar Cookies Served in Mint:

Confetti Cookie:

Just like the Milk Bar b'day truffles and birthday layer cake, this sugar cookie is full of birthday sprinkles, birthday cake crumbs and that familiar old fashioned vanilla flavor.

Cornflake Chocolate Chip Marshmallow:

A play on the classic chocolate chip cookie with crunchy cornflakes, gooey marshmallows and mini chocolate chips.

Compost Cookie®:

Packed with pretzels, potato chips, coffee, oats, graham cracker, butterscotch and chocolate chips. This cookie strikes the perfect balance between salty and sweet.

Milk Bar Pre-Arrival Service (Redeye Flights Only):

Life Green Juice:

All natural juice packed with cucumber, celery, kale, spinach, lemon, and a touch of sweetness from apples.

Everything Bagel Round:

Bagel dough filled with smoky bacon scallion cream cheese, topped with everything bagel spice.

With 11 retail locations in New York, Las Vegas, DC, and Toronto, and nationwide shopping from www.milkbarstore.com, Milk Bar is on a mission to make life

a little sweeter.

JetBlue Mint Continues to Change Premium Travel:

JetBlue introduced its alternative to outdated business class offerings – offered at an affordable price – making premium travel more accessible and opened a new market untapped by high-fare carriers. Re-imagining the domestic premium experience, JetBlue introduced private suites, the longest fully-flat bed in the U.S. domestic premium market (a), complimentary entertainment options and hospitality-trained crewmembers. Mint customers also enjoy a signature cocktail, a tapas-style menu curated by New York City restaurant Saxon + Parole as well as fresh espresso-based drinks from Brooklyn Roasting Company, and wines from some of America's best artisan winemakers, specially curated by our wine expert Jon Bonné.

Overall, Mint has exceeded expectations and JetBlue continues to expand Mint to even more cities on the east and west coasts as well as in the Caribbean. JetBlue plans to bring Mint to 13 cities with up to 70-plus daily flights by the end of 2018. Mint is currently offered on select flights to Aruba, Barbados, Boston, Fort Lauderdale, Grenada, Los Angeles, New York, San Diego, San Francisco, St. Lucia, and St. Maarten and new service to Las Vegas begins in 2017.

About JetBlue

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 100 cities in the U.S., Caribbean, and Latin America with an average of 1000 daily flights. For more information please visit jetblue.com.

(a) Based on avg. length of lie-flat beds on domestic premium flights operated by U.S. airlines.

About Milk Bar

Milk bar, called "one of the most exciting bakeries in the country" by Bon Appétit magazine, is a culinary empire and lifestyle brand founded by award-winning pastry Chef Christina Tosi. Focused on putting a playful spin on familiar home-style desserts and savory snacks using quality ingredients and locally sourced dairy, Milk bar has gained worldwide recognition for the highly addictive Cereal Milk™ ice cream, Compost Cookies®, Crack Pie®, and a collection of iconic "naked" layer cakes since opening its doors in 2008.

With a team of over 200, Milk bar continues to expand its presence and accessibility by operating production kitchens and delivering products all over the country. The bakery also has its own line of baking mixes lining the shelves at Target stores nationwide, as well as limited-edition apparel, totes, and accessories. Milk bar offers weekly baking and cake layering classes at our event space in Brooklyn, NY.

Milk bar continues to redefine American dessert culture by approaching life with a whimsically innovative mentality, serving as the authority on all things sweet in the ever-changing world of food. Milk bar has made headlines in top publications and television programs, including The New York Times, The Wall Street Journal, Late Night with Jimmy Fallon, Fast Company, Conan, AdWeek, Bloomberg, and The Today Show, among others.

About Christina Tosi

Christina Tosi is the chef, founder, and owner of Milk Bar. After launching and leading the dessert program at the Momofuku restaurants in New York, she went on to build a culinary empire of her own, leading The New York Times to describe her as a "border crossing pastry chef."

The culinary trendsetter and sugar genius is a two-time James Beard award winner, a Crain's New York 40 under 40 honoree, and the author of two highly acclaimed cookbooks, Momofuku Milk Bar, which highlights Milk Bar cult favorites, and Milk Bar Life, an inside look at Milk Bar's fun-loving culture and easy off-the-clock recipes.

Christina is also a judge on the hit cooking competition series MasterChef and MasterChef Junior on Fox, playing an integral role in mentoring and inspiring home cooks of all ages. She has graced the covers of AdWeek and Cherry Bombe and was named one of the most innovative women in food and drink by Food & Wine.

Christina is a big believer in giving back. The highly motivated lady boss serves on the board of Hot Bread Kitchen and Cookies for Kids' Cancer, and is an adviser and investor in a handful of food startups, including The Museum of Food and Drink (mofad) and Maple.

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