JetBlue Reveals New EatUp® Boxes with Curated Snack Selections to Satisfy Every Craving

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JetBlue EatUp boxes to include irresistible brand-name snack options that will allow customers to choose from high-protein bites, indulgent options or healthful treats featuring gluten-free, vegan and kosher items

NEW YORK--(BUSINESS WIRE)-- JetBlue (NASDAQ: JBLU) today announced a variety of new brand-name snacks will be introduced in its popular EatUp boxes starting July 1. The airline, known for its unlimited and complimentary brand-name snacks, offers enhanced snacking for customers looking for additional eats on board with its curated EatUp boxes available for purchase on flights longer than two hours.

This Smart News Release features multimedia. View the full release here: http://www.businesswire.com/news/home/20170621006057/en/



JetBlue's new EatUp Box collection: AmpUp, MixItUp, BigUp, CatchUp (Photo: Business Wire)

JetBlue's refreshed EatUp boxes include irresistible brand-name snack options designed with customer cravings, whether sweet or salty, in mind. The new inflight offerings are packaged in four themed boxes, allowing customers to choose from high-protein bites, indulgent options or healthful treats featuring gluten-free, vegan and kosher items.

"At JetBlue, we spend a lot of time curating a variety of snacks to meet every customer's taste," said Jamie Perry, vice president of marketing. "We have refreshed our onboard options to ensure customers on JetBlue feel comfortable and are satisfied during their journey. From sweet to salty, protein packed to indulgent, we have something for everyone and alongside the most legroom in coach, free and fast Fly-Fi® and unparalleled inflight entertainment, we're proud to offer the best snacks in the business."

The four new EatUp boxes include:

BigUp: This protein-packed selection sends hunger pangs packing with an RXBAR® bar, coconut toffee candy, Field Trip® turkey jerky, roasted chickpeas and parmesan cheese crisps.

MixItUp: For those craving a little bit of everything, this box offers something sweet, something savory and everything in between with a KIND® granola bar, ranch crackers, a Field Trip® turkey stick and fruit snacks.

AmpUp: These healthful nibbles hit the trifecta of gluten-free, vegan and kosher, offering Mary's Gone Crackers®, red pepper hummus, a MadeGood® chocolate crispy rice square, Greek olives, roasted almonds and a That's It® fruit bar.

CatchUp: Catch up on your favorite shows and the latest blockbusters with these encore-worthy treats, including Emerald® salt and pepper cashews, Halfpops® crunchy popcorn, Cissé Cocoa® brownie crisps and Jelly Belly® jellybeans.

EatUp box offerings will be available inflight starting July 1 on domestic and international flights longer than two hours. Products may not be available on all flights and product substitutions may take place. JetBlue only accepts credit cards, debit cards or Apple Pay onboard.

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 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1000 daily flights. For more information please visit jetblue.com.

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