



NEWS RELEASE

American Airlines elevates the inflight and lounge experiences with new Lavazza coffee partnership

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FORT WORTH, Texas — American Airlines is raising the bar on inflight and lounge hospitality with the introduction of Lavazza coffee, a globally celebrated Italian brand known for its premium blends. For the first time, American customers will enjoy a consistent coffee experience both on the ground and in the air. This partnership reflects American's commitment to curated excellence throughout the travel experience.

"At American, we're focused on looking at every aspect of the customer experience, and a quality cup of coffee is an important part of that journey," said Heather Garboden, American's Chief Customer Officer. "We're proud to team up with this iconic brand to bring a rich, satisfying coffee experience to our customers — whether they're in the air or relaxing in our lounges."

Lavazza, a family-owned Italian brand since 1895, is dedicated to crafting exceptional coffee experiences that reflect a legacy of expertise, passion and innovation. For the last 130 years, Lavazza has been at the forefront of coffee craftsmanship, blending time-honored Italian traditions with modern techniques to create premium coffees that are rich, balanced and universally admired. Today, its premium blends are served in top restaurants and hotels around the world, making it a natural fit for American's elevated hospitality offering. By partnering with Lavazza, American is bringing a globally respected name in coffee to its customers — one that aligns with the airline's focus on refined offerings and exceptional service throughout the journey.

"Partnering with American Airlines allows us to bring the true Lavazza experience to travelers around the world," said Hossam Ashraf, Americas President at Lavazza Group. "At Lavazza, we believe in creating moments of pleasure and connection through coffee, and collaborating with a brand that shares our commitment to exceptional experiences helps strengthen our presence and footprint in the market."

Beginning in early 2026, American Airlines travelers will be able to enjoy Lavazza's premium coffee blends across all cabins in flight and at American's Flagship® and Admirals Club® lounges across the system. This exclusive rollout marks a significant step in American's continued evolution of the premium travel experience.

From elevated culinary offerings to thoughtfully designed lounges and enhanced onboard amenities, American remains focused on delivering moments of comfort and sophistication that resonate with today's discerning traveler.

About American Airlines Group

As a leading global airline, American Airlines offers thousands of flights per day to more than 350 destinations in more than 60 countries. The airline is a founding member of the oneworld alliance, whose members serve more than 900 destinations around the globe. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL. Learn more about what's happening at American by visiting news.aa.com and connect with American [@AmericanAir](https://twitter.com/AmericanAir) and at [Facebook.com/AmericanAirlines](https://facebook.com/AmericanAirlines). To Care for People on Life's Journey®.

About Lavazza

Lavazza, founded in Turin in 1895, has been owned by the Lavazza family for four generations. Today the Group is one of the leading players on the global coffee scene, with a portfolio of top brands that lead their respective markets, such as Lavazza, Carte Noire, Merrild, and Kicking Horse. It is active in all business sectors and has operations in 140 markets, with 8 manufacturing plants in 5 countries and about 5,500 collaborators all over the world. The Group's global presence is the result of 130 years of growth, and the more than 30 billion cups of Lavazza coffee produced every year. Discover Lavazza at www.lavazzausa.com and connect on social media [@lavazzausa](https://twitter.com/lavazzausa).