



NEWS RELEASE

Raise a glass: American Airlines partners with Champagne Bollinger to elevate the art of travel

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FORT WORTH, Texas — For the first time, American Airlines will partner with a prestige Champagne on the ground and in the air with Champagne Bollinger, the iconic family-owned Maison recognized globally for its winemaking excellence and craftsmanship. This collaboration underscores American's dedication to premium hospitality, thoughtful curation and world-class service.

"At American, our focus is on elevating the experience for our customers and we're excited to announce this partnership with Champagne Bollinger," said Heather Garboden, American's Chief Customer Officer. "A House as storied as Bollinger is the perfect fit for American on the eve of our centennial year."

For nearly 200 years, Champagne Bollinger has been celebrated for its uncompromising savoir-faire and time-honored traditions, with Pinot Noir at the heart of its style. Special Cuvée, the House's flagship, highlights this distinctive character — powerful yet refined, with remarkable depth and elegance. As one of the last great independent Houses in Champagne, the Maison shares American's commitment to creating meaningful moments for travelers, making them a natural partner as Special Cuvée debuts in Flagship® lounges and on board Flagship® flights.

"We are proud to introduce Champagne Bollinger to American's discerning travelers," said Charles-Armand de Belenet, Managing Director of Champagne Bollinger. "Special Cuvée represents the culmination of generations of craftsmanship and our unwavering dedication to quality. Sharing it in American's premium lounges and Flagship® cabins allows us to extend the Bollinger vision of hospitality and bring our spirit of excellence to an inspiring new setting."

Luxury begins before takeoff

The Champagne greeting upon arrival is a signature amenity at American's Flagship® lounges across the system. Starting today, Flagship® lounge customers will be greeted with a glass of Champagne Bollinger Special Cuvée at Dallas Fort Worth International Airport (DFW), Miami International Airport (MIA) and O'Hare International Airport (ORD).

In the coming weeks, Champagne Bollinger will also be poured at Flagship® lounges at Los Angeles International Airport (LAX) and Philadelphia International Airport (PHL) and will be available for purchase at Admirals Club® locations across the system.

A toast at 30,000 feet

Next month, Champagne Bollinger will be served exclusively in Flagship® First and Flagship® Business on all flights to and from Paris-Charles de Gaulle Airport (CDG), followed by a broader rollout across international Flagship® flights in the months ahead.

The introduction of Champagne Bollinger Special Cuvée is one of the many ways American is redefining the premium journey. From world-class dining to exclusive lounges and elevated onboard offerings, American is committed to investing in experiences that celebrate the sophistication and comfort customers expect. With new Flagship® lounges planned in CLT and MIA, this partnership with Champagne Bollinger further reinforces American's vision to deliver best-in-class hospitality on the ground and in the air.

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 Champagne Bollinger

Founded in 1829 in Aÿ, Champagne Bollinger is one of the last great independent family-owned Houses of Champagne. Guided by nearly two centuries of heritage and a deep respect for the land, the House has built its reputation on an uncompromising style, with Pinot Noir at its heart. From its estate vineyards to the cellars where time-honored traditions meet artisanal precision, Bollinger crafts wines of power, elegance and depth. Rooted in its home village yet celebrated worldwide, the House continues to embody excellence, integrity, and a sustainable vision for the future. Discover the latest news from Maison Bollinger at <https://www.champagne-bollinger.com/en/news/> and connect on social media [@champagne_bollinger](https://twitter.com/champagne_bollinger).