



NEWS RELEASE

# Sky high and reimagined: American Airlines refreshes the inflight experience

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May is bringing more than flowers — it's bringing bold new flavors, thoughtful upgrades and entertainment that travels well.

American Airlines is taking its inflight refresh to new heights this May with a fresh lineup of enhancements designed to surprise and delight all customers. From snack-time favorites to seamless service tweaks, these updates are part of a larger effort to reinvigorate the customer experience at every altitude.

## Snack break, upgraded

Flying just got crunchier with the debut of the Tostitos Snack Box, a crowd-pleasing combo of Tostitos Bite Sized Rounds and Tostitos Chunky Salsa that brings a bit of fiesta flair to the skies. Available on select flights over 1,300 miles, it's ready for takeoff at \$9 or 900 AAdvantage® miles.

## Sips that spark joy

Say goodbye to LaCroix Lime and hello to LaCroix Limoncello, the winning new flavor voted in by American's customers and team members. This citrusy, creamy twist adds a little sunshine to anyone's cup — no lemon wedge needed.

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## Afternoon tea at 35,000 feet

American is testing a new afternoon tea experience on inbound flights from London and Paris. Available across all cabins, customers will be able to enjoy this classic European ritual reimagined for the sky, complete with tea service

and carefully curated accompaniments that include finger sandwiches, scones, crème and jelly.

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More Bang (and Olufsen) for your buck

Customers can now enjoy uninterrupted inflight entertainment on all U.S. inbound Flagship® service flights, Hawaii Flagship® service flights and transcontinental Flagship® service flights. First and Business customers can simply leave Bang & Olufsen headsets at their seat when they deplane. A win-win for customers and flight attendants.

Now boarding: QVC+ and HSN+

Need a new binge? American is adding original streaming content from **QVC+ and HSN+** to its inflight entertainment lineup. Customers can now watch lifestyle shows like “Busy This Week” hosted by Busy Philipps and “Getting Grilled with Curtis Stone” for celebrity interviews, culinary inspiration and more, or learn how to level up everything from wardrobes to homes on “LifeStyled” during their travel journey.

This summer refresh is just the beginning. American is committed to evolving the customer experience with thoughtful touches that feel more personal, more seamless and more satisfying.

Plus, summer travel is made even better thanks to the AAdvantage® program. Customers can **join for free** today and start elevating their travel experience from Admirals Club® lounge access and earlier boarding groups to so **much more**.

Because even when customers are 35,000 feet in the air, the little things still matter.