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British Airways Introduces Prestige English Sparkling Wines in First Class

The airline collaborates with top producers and enhances crew training as part of its £7 billion transformation plan.

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British Airways has announced a significant update to its in-flight beverage offerings, becoming the first airline to serve prestige cuvée English sparkling wines in its First cabin. This move is part of the airline's award-winning wine list for the year. Collaborating with renowned English sparkling wine producers like Nyetimber, Gusbourne, and Sugrue South Downs, British Airways will offer a variety of sparkling wines in both its First and Club World cabins. These selections will be available on a

rotational basis, ensuring a diverse range of options for passengers.

In addition to English sparkling wines, British Airways has curated a selection of prestige cuvée Champagnes for its First cabin. This includes the return of the popular Laurent-Perrier Grand Siècle. The airline has invested in training over 1,300 cabin crew members through its First Service Specialist program, which includes a bespoke wine masterclass led by British Airways' Master of Wine. This training aims to enhance the customer experience as part of the airline's £7 billion transformation plan launched last year.

Starting March 30, passengers in the First cabin can enjoy Nyetimber's 1086 Rosé 2014, followed by the 1086 by Nyetimber 2014 from October. Gusbourne's Fifty One Degrees North 2016 will be available from July, and a new wine from Dermot Sugrue will debut in January 2026. In the Club World cabin, passengers can savor Digby Fine English's Brut NV, Gusbourne's 2019 Vintage Rosé, and Hattingley Valley's Blanc de Noirs, among others, on a rotational basis.

British Airways is also offering a dedicated English sparkling wine tasting area in its Galleries First lounge at London Heathrow Terminal 5. This allows passengers to sample wines like Balfour Rosé de Noirs and Simpsons Chalklands Cuvée Brut NV before their flights.

Calum Laming, British Airways' Chief Customer Officer, expressed pride in the airline's commitment to showcasing British originality and working with top wine producers. He emphasized the importance of meeting customer expectations with high-quality wines and world-class service.

Eric Heerema, owner and CEO of Nyetimber, praised the partnership with British Airways, highlighting the shared values of quality and craftsmanship. He noted the growing presence of Nyetimber sparkling wines in travel retail, with the collaboration with British Airways further solidifying their market expansion.

The airline's Master of Wine has also collaborated with award-winning wineries to select premium Champagnes for the First cabin. From March 30, Laurent-Perrier Grand Siècle will be available, followed by Lanson NOBLE Champagne 2008, Bollinger La Grande

Année 2015, and others on a rotational basis. Passengers flying from New York (JFK) can continue to enjoy Veuve Clicquot’s La Grande Dame 2015.

British Airways has completed extensive training for its cabin crew, enabling them to provide expert service and knowledge about the airline's food and drink offerings. The airline has also launched a Club World Service Specialist training program to enhance the business class experience.

Since the launch of its £7 billion investment program, British Airways has implemented over 695 initiatives to improve the customer experience. This includes the introduction of a new First cabin set to debut in 2026 and updates to lounges in London Heathrow, Dubai, and Miami.

British Airways has been a proponent of British originality since introducing its Club World English sparkling wine program in 2023. This initiative brought English sparkling wine producers like Digby, Balfour, and Simpsons into the business class cabin for the first time. English sparkling wine has been featured in the First cabin for over a decade.

To complement the enhanced wine offerings, British Airways will serve Spring-inspired dishes on flights departing from Heathrow and Gatwick between April 18 and 21. These dishes include Welsh Spring lamb and Easter desserts in both First and Club World cabins. On the ground, the airline will feature Spring floral arrangements in its lounges at Heathrow, along with a chocolate personalization experience and hand-piped biscuits for customers to enjoy.

The latest additions to British Airways' English sparkling wine and Champagne selections in its First and Club World cabins reflect the airline's commitment to providing a premium in-flight experience.