

## Emirates customers consume 170,000 kilograms of coffee each year

- A Monitor Desk Report

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Dubai: Celebrating International Coffee Day on 1 October, Emirates highlights more than 170,000 kilograms annual consumption of the beverage by coffee-loving customers in Emirates lounges and onboard flights to 140 destinations around the world.

Emirates serves more than 130,000 kilograms of coffee onboard every year, and even commissions its own signature blend of Arabic Coffee in collaboration with artisan local producer, Mattina.

Mattina's Arabic Coffee blend for Emirates uses the finest quality Arabica beans, complemented by natural cardamom and saffron, in line with the traditional recipes passed down through generations and replicating the ceremonial coffee experience that has been central to Arabian hospitality for centuries. Emirates signature blend of Arabic coffee is served inflight to First Class customers globally and is also

available to order in the First and Business Class Lounges.

Across the Emirates network, a myriad of coffee types and producers are offered to customers inflight including Lavazza, Coffee Planet, the Nairobi Coffee and Tea Company, and a host of independent suppliers globally.

As part of the meal service, Economy and Premium Economy customers are offered coffee once or twice during their flight, while Business and First-Class customers can order from a Lavazza Italian coffee menu on demand, including options like decaffeinated coffee, cappuccino, iced Americano, espresso, macchiato and affogato al café.

The 5.1 million customers that relax in the 7 luxurious Emirates Lounges in Dubai each year consume an average of 26,000 kilograms of coffee beans. In the 34 Emirates Lounges in cities across the world, 2.1 million customers access the luxury lounges each year with an annual consumption of 14,000 kilograms of coffee beans.

Emirates Cabin Crew receive specialised coffee training, where they learn about the origins of coffee, different blends and how to make the perfect cup for every customer. In practical training sessions, cabin crew learn how to serve and present each coffee type and are assessed on the preparation and delivery of Emirates signature Arabic coffee.

The quality of the water used to make the coffee is also considered and regularly monitored, and Emirates ensures that the water tanks, equipment used for transportation and supply lines provide perfectly potable water, through regular disinfection, maintenance, and audits.

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