



News

Emirates latest News in June 2019

Emirates commits to reducing single-use plastic on board

Eco-friendly paper straws have been introduced this month

Dubai, UAE, June 2019 – Emirates has made a network-wide commitment to reduce single-use plastics on board its aircraft. As of June 1st, eco-friendly paper straws have been introduced and all Emirates flights will soon be plastic straw-free.

The airline has been working on various long-term sustainability initiatives. In addition to plastic straws, plastic swizzle sticks and stirrers will also be replaced with eco-friendly alternatives by the end of the year. From August, plastic bags used for Inflight Retail purchases will also be replaced with paper bags. These initiatives will remove an estimated 81.7 million single-use plastic items from landfill each year.

Trials have been conducted on Emirates flights to explore various recycling initiatives on board and Emirates staff and cabin crew constantly give feedback and suggestions on other environmentally friendly ideas. As part of its long-term vision and fuelled by a cabin crew member's suggestion, the airline has been segregating large plastic bottles on board to be recycled in Dubai and the rest of the world. This diverts an estimated 3 tonnes or about 150,000 plastic bottles from landfill in Dubai each month.

A full review of the plastics on board has been conducted and over the next few months, the airline will gradually implement other initiatives to tackle plastic waste.

The initiatives are part of the airline's ongoing sustainability efforts. In 2017, Emirates introduced ecoTHREAD™ blankets made from recycled plastic bottles for its Economy Class cabin. Each blanket is made from 28 recycled

plastic bottles and by the end of this year, Emirates would have saved 88 million plastic bottles from landfill from this initiative alone.

Read more about our environmental efforts here: www.emirates.com/environment



Emirates launches app in Arabic

Dubai, UAE, June 2019 – All the features in the Emirates app are now available in Arabic, bringing the total number of languages supported to 19. The Emirates app currently receives an average of 600,000 monthly downloads and allows users to search, book and manage their flights as well as their Emirates Skywards accounts.

Emirates is the only airline globally to have its mobile app available in 19 languages, including Arabic, English, Traditional and Simplified Chinese, Czech, French, German, Greek, Italian, Japanese, Korean, Portuguese (Brazil & Portugal), Polish, Russian, Spanish, Thai and Turkish.

In recent years, the airline has been using analytical and customer behaviour insights to constantly improve its digital channels. Last financial year, a quarter of all ticket sales were made on its web and mobile channels and over 40% of customers checked-in online for their flights.

“We have worked very hard to ensure our customers enjoy the same high-quality Emirates experience in the digital world as they do when enjoying our award-winning physical product and service. Our app has become a useful travel companion for more than 1.5 million travellers a month and it ensures a seamless customer journey on the go. We will continue to invest in mobile to provide an enjoyable customer experience and to make our customers’ travel journey as seamless as possible,” said Alex Knigge, Senior Vice President, Corporate Communications, Marketing and Brand (Digital).

Earlier this year, the Emirates app was enhanced with new technology allowing customers to create **bespoke playlists** of their inflight entertainment ahead of their travels and sync it to their seats once on board, providing a world-class travel experience.

Leveraging cutting-edge digital technologies

The airline has focused on elevating its digital customer experience by leveraging cutting edge technology.

Last year, Emirates introduced **3D seat models**, becoming the first airline to introduce web virtual reality (VR) technology on its digital platform. The 3D seat model is a visualisation engine that displays an immersive 3D 360 degree view of the interior of the Emirates A380 and all the Emirates B777 aircraft types, allowing users to navigate through the Economy, Business and First Class cabins, as well as the iconic Onboard Lounge and Shower Spa on the A380 using navigational hotspots.

The airline clinched the ‘Best Digital Strategy’ award for this innovation at this year’s Gulf Customer Experience Awards. The VR technology is being deployed to other functions of the airline and emirates.com will soon host virtual models of its airport lounges across the world.

Emirates’ digital channels continue to push boundaries as it explores more emerging technology and prepares to integrate Artificial Intelligence (AI) to improve the customer experience later this year.

The Emirates app is free to download on [iOS](#) or [Android devices](#).



Dubai, UAE, 20 June 2019 – Emirates is refreshing its summer menus to incorporate seasonal fruits. With over 110 million meals served a year, Emirates chefs constantly create destination-inspired menus using fresh, seasonal ingredients that cater to a global palate.

In the next two months, Emirates will launch a range of seasonal menu items on select routes. The special offering will incorporate flavors from the **summer** harvest - from strawberries and cream paired in Eton Mess for United Kingdom routes to Alphonso mangos in *kheer* and layered cakes for flights to India.

In July, First and Business Class customers travelling to the UK and Ireland can sample treats featuring seasonal strawberries including the classic British

summer dessert Eton Mess. Strawberry eclairs, a strawberry cream delice and a deconstructed mille-feuille with poached strawberries, white chocolate cream, pastry crisps and basil tuille will also be served. Emirates' selection of desserts for its UK and Ireland routes in July alone will require more than 200 kilograms of fresh strawberries.

Customers travelling to India in July, will enjoy the seasonal flavours of the Alphonso mango as the airline makes the tropical fruit the star of its desserts in all classes. First and Business Class customers will be treated to an Alphonso Mango layer cake while Economy Class customers will enjoy an Alfonso mango and sago kheer. The special month-long menu will see almost 6 tonnes of Alphonso Mangos and mango puree sourced from India.

Emirates' First and Business Class passengers travelling to and from Italy in August can look forward to an appetizer of the season's heirloom tomatoes paired with *burrata*, an Italian cheese made from mozzarella and cream. Burrata, whose name translates to "battered," has a solid outer layer of curd made from fresh mozzarella, which is then formed into a hollow pouch and filled with soft, stringy curd and fresh cream. The cheese served onboard is made fresh daily and locally in Italy and the UAE by artisanal cheese makers using traditional methods. The *burrata* is paired perfectly with the sweet and tangy flavours of the heirloom tomatoes that have ripened in the summer.

Emirates delights customers with special menus year-long for global events like Chinese New Year, Ramadan and Easter and according to the availability of seasonal ingredients. In the last month, the airline also introduced meals around delicacies like white asparagus on flights to Germany, Amsterdam and France, aligning with the European harvest season. Hanami-inspired menus were introduced on flights to Japan during the cherry blossom season in April.

The airline prides itself on its longstanding global partnerships with fresh local providers and artisans. This emphasis on high quality ingredients stems from Emirates' focus on simple, well-cooked dishes that highlight their destinations' regional cuisine. Its round-the-clock kitchen provides meals for 520 flights a day, serving 209 meals a minute - a feat accomplished by Emirates' 1,800 chefs and their arsenal of 12,450 recipes.

Food enthusiasts can go behind-the-scenes of Emirates' on board menus and global partnerships with the Emirates Food Channel available on *ice*, the airline's award-winning in-flight entertainment system.

Media Contact Belux/ Images:

catherine@preexpression.com