

TRAVEL AND HOSPITALITY

Emirates, Woodford Reserve launch exclusive onboard blend

June 30, 2023



Dubai, U.A.E.-based airline [Emirates](#) is serving guests with the fruits of a longtime partnership. Image credit: [Emirates](#)

By LUXURY DAILY NEWS SERVICE

Dubai, U.A.E.-based airline [Emirates](#) is serving guests with the fruits of a longtime partnership.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Operators have announced the continuation of its 15-year collaboration with Kentucky-based distiller Woodford Reserve, this time pushing out a limited-edition bourbon. The batch will remain available to first and business-class guests on select routes exclusively from now through the end of July, the overall announcement enabled by investments of more than \$1 billion made by Emirates to its wine and spirits program since 2006.

Onboarding bourbon

First and business-class guests on Emirates' A380 Onboard Lounge headed to the United States, United Kingdom, Southeast Asia and the Australasia region can access the Woodford Reserve Emirates Personal Selection exclusive.

Those able to partake will be met with a deep flavor profile consisting of caramel, cherries, and toffee, with hints of chocolate and a "smooth and creamy" finish. According to the aviation company, the spirit smells of dried fruits, sweet honey, vanilla buttercream, and charred wood, harboring a long tail.

Aged in a uniquely small batch of two barrels, compared to a typical count of 120 or more, the hyper-custom distilled spirit maintains a short supply, driving up value.

Emirates shares that first and business Class passengers will also be able to sample Woodford Reserve Distiller's Select, the first-class pouring bourbon of choice for 15 years onboard, extended to Business Class passengers for the last 5 years.

Emirates' last food and beverage-related push centered around giving guests celebrating Ramadan special dining options ([see story](#)).