



PRESS RELEASE

SAVOR THE FLAVORS OF ITALIAN CUISINE WHEN FLYING IN ALITALIA'S MAGNIFICA CLASS

Rome, November 5th, 2014 - Alitalia introduces new menus in Magnifica, its business class on intercontinental flights.

Starting in November, when traveling in Magnifica, Alitalia's business class, guests will enjoy new menus created and inspired by the distinction of Italy's culinary heritage.

For the next three months, Magnifica Class guests will enjoy sweet and savory delicacies including: Savarin hen with sweet and sour pickles and pesto mayonnaise, Taleggio DOP rice "timballo" with spinach and potatoes, Beef medallions in a white wine sauce garnished with potato rosettes, "Baccala", salt cod, with polenta roasted in a creamy fish sauce, a wide selection of pastries and seasonal fruit, and, top it all off, Italian espresso.

In Magnifica, menus are carefully paired with a selection of fine Italian wines such as Monferrato Bianco Doc "Estrosa" – Pico Maccario, Cirò Bianco Doc "Res Dei"- Ippolito 1845, Chianti Classico Docg "Montornello" – Bibbiano and Primitivo Di Manduria Dop "Il 1°" – Cuturi, in addition, to the special label "Magnifica Cuvée" Brut DOCG, dedicated to Alitalia's Magnifica Class by Franciacorta.

When flying in Alitalia's Magnifica class, the unique flavors and aromas of Italian cuisine are always savored. Menus served on board are known for the quality and refinement in creating recipes that embody the authenticity, uniqueness and essence of Italian cuisine. The distinctive recipes created by the genius and imagination of distinguished Italian chefs are paired with wines selected by Alitalia's official sommelier in collaboration with the Italian Association of Sommeliers (AIS).

Alitalia's has been repeatedly recognized and rewarded for the careful attention in selecting the menus served in Magnifica. In 2013, Alitalia received, for the fourth consecutive year, the award for Best Airline Cuisine in Global Traveler 2013 GT Readers Tested Survey. More than 28,000 frequent flyers participated in Global Traveler's survey in awarding excellence in the travel and tourism industry.

Alitalia also received the Expert's Choice Award at SAVEUR's 2013 Culinary Travel Awards for its in-flight wine program, and once again this year, SAVEUR recognized Alitalia's award-winning wine program as the best in-flight wine program.

Alitalia won the 2013 TravelPlus Airline Amenity Bag Awards for the best amenity kit offered in business class.

Alitalia was also awarded the gold medal for "the best airline for customer service" by the German Institute for Quality and Finance (ITQF) achieving satisfaction level of 82.6% from the survey participants.

When on board one of Alitalia's latest generation aircraft, guests enjoy maximum comfort and a sophisticated travel experience, from award-winning regional Italian cuisine to wines from the most famous vineyards in Italy; and on the intercontinental flights, guests are treated to linens designed by Italian luxury brand Frette and amenity kits with personal care items designed by Salvatore Ferragamo. New Airbus A330 and Boeing B777 aircraft offer to customers three classes of service: **Magnifica**, business class on intercontinental routes,



Classica Plus, the Premium Economy, and **Classica**, the economy class. In addition to award-winning cuisine and wine, Magnifica class guests are pampered with all-aisle seats, upholstered in leather, that convert to true flatbeds, reclining a full 180 degrees and large 15.4 in. LCD screens providing on-demand audio & video.

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