

## **Austrian Airlines emphasizes regionality with myProduct.at cooperation for onboard sales**

- **Extension to include selected "made in Austria" products**
- **Products are currently available exclusively on flights to and from Chicago and Shanghai**

Since the beginning of February, Austrian Airlines passengers on selected flights have the ability to directly purchase domestic quality goods from farmers, manufacturers and family businesses that produce sustainable products. The "made in Austria" items, which are offered in cooperation with myProduct.at, complement the "fly & buy" in-flight sales offer. In a first step, travelers who want to take a piece of Austria with them on their journey home, can choose between Original Viennese "Punschkräpfen" (€ 17,-), arolla pine schnapps (€ 15,-) or award-winning fine spirits from the family business Farthofer (€ 32,-). A sustainably produced walnut wood watch from Waidzeit (€ 98,-) and handmade confectionery from the chocolate manufacture Leschanz (€ 13,-) complete the special assortment. The products are currently available exclusively on flights to and from Chicago and Shanghai.

By cooperating with myProduct.at and focusing on regionality and sustainability, Austrian Airlines is strengthening its continued commitment of focusing on Austria as a central value of the brand. In addition to the color scheme, the traditional waltz music onboard and the regional menu selection, this new onboard sales option also reflects the essence of Austria.

### **Austrian Airlines**

Austrian Airlines is Austria's leading airline. The once state-owned and still convincing red-white-red airline operates a route network of around 130 destinations. Thanks to its favorable geographical location and Austrian history as a melting pot of the former crown lands, its home airport Vienna Schwechat is still a hub between East and West today. About 120 of the 400 daily flights lead to Central and Eastern Europe. "AUA", as it is often abbreviated in Austria, transports around 14 million passengers a year and employs 7,000 staff from 58 nations. AUA has been part of the Lufthansa Group since 2009. Austrian Airlines is also a member of the Star Alliance, the first global alliance of international airlines. Austrian Airlines has been in the black since 2012. It celebrated its 60th anniversary in 2018.

Here you can find pretty nice photos of AUA and its charming crew:  
<https://www.flickr.com/photos/austrianairlines>

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**Media Relations:**

Deutsche Lufthansa AG

Corporate Communications, The Americas

Tal Muscal / Christina Semmel

Tel: +1 516-296-9474

americaspr@dlh.de

<https://www.lufthansagroup.com/en/press/media-relations-north-america.html>

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