



United

*Flying to the four corners of the earth,
in perfect comfort*

With 5,055 flights a day across 6 continents, the United company is currently the most extensive global airline network. In 2014, almost 138 million passengers took their seats in the company's fleet to fly to one of 373 destinations served worldwide.

United is a founding member of the Star Alliance network. The network demands very high standards of its member airlines, extending to security, technical infrastructure and passenger services. Customer service is paramount to United and services on-board are constantly improving. Every aspect is carefully considered to ensure passengers can make the very most of their travel experience, especially the food, wines and Champagne available on the menu. Todd Traynor-Corey, United's Managing Director of Food and Beverages Planning and Design, is responsible for this major part of customer services. He underlines the importance of the quality travel experience offered to United passengers, and also shares his own appetite for travel, exploring and discovering new foods.

United is part of the Star Alliance network. What does this mean in terms of customer relations?

Whether they're traveling on vacation or for business - because of our Star Alliance partners - we're able to offer our customers service to destinations around the world that they may not have otherwise been able to reach. In turn, we may also serve customers of our Star Alliance partners.

What major innovations have you witnessed in recent years that have had the greatest impact on customer comfort and services?

I've seen a great deal of innovation in customer amenities that elevate the overall travel experience. On the food side, we've

begun a multi-million-dollar investment in our in-flight meals and beverages. This comes in addition to other products and services we've added for our customers' comfort and convenience, including premium-cabin flat-bed seats on long-haul international flights and on our p.s. Premium Service, which operates between New York JFK and Los Angeles and between New York JFK and San Francisco; in-flight Wi-Fi and personal device entertainment; and our United mobile app, which customers may use to book flights, select seats, scan passports and take care of many other travel needs.

What technical innovations will affect flights in the next 30 - 50 years?

With technology evolving at such a fast pace, that's difficult to predict, but I believe we'll continue to see innovations in aircraft design. For example, our 787 Dreamliners can generate higher on-board humidity levels that may enhance the taste of food and beverages at 30,000 feet.

Your communication campaign promotes the notions of escape, travel and wellbeing. Could you describe the UNITED ethos and style?

We want our customers to enjoy a flyer-friendly experience that offers the things we know they value when they travel, including your Brut Vintage 2008, which we may serve our customers in premium cabins on long-haul international flights.

On a personal level, which destination best represents your holiday of a lifetime?

Vietnam is definitely at the top of my list because of the vibrant culture; warm and gracious people; and, of course, the dynamic flavors in Vietnamese food.

If an undiscovered land were still to exist, what would it look like?

I imagine a land similar to the continent of Antarctica - a pristine place that is mostly untouched.

What is your idea of “getting away from it all”?

Working for an airline really suits my love of travel. When I get a break, I love going to cities I’ve never visited, so I can learn new cultures, meet great people and savor delicious food.

On which occasion does United serve Nicolas Feuillatte Brut Réserve and Brut Vintage to passengers during flights?

Like flat-bed seats, personal, on-demand entertainment, multi-course meals and other special amenities, we may offer your Brut Vintage 2008 and Brut Réserve to elevate our premium-cabin customers’ overall travel experience.

ON OCCASION,
WE MAY ALSO OFFER
NICOLAS FEUILLATTE
AS AN UNEXPECTED
CHAMPAGNE GIFT, TO
SURPRISE AND DELIGHT.

What do you like about the Brut Réserve and the Brut Vintage 2008?

Your Nicolas Feuillatte Brut Réserve possesses a rich fruity taste and aroma as well as an abundance of delicate bubbles that customers want in their Champagne, while your Brut

“Complex,
powerful”

**BRUT
VINTAGE 2008**

NOSE
Powerful, complex aromas combine the fresh white fruit aromas of pear and peach with red fruit notes of strawberry and raspberry. Floral finish with traces of mimosa and peonies.

PALATE
The aromatic complexity on the palate mirrors the bouquet, where fruit flavours and more floral notes intertwine. The Champagne reveals exceptional balance on the palate.

2008 Champagne is the perfect complement to dishes we offer our premium-cabin customers, such as an appetizer of coconut chicken brochette with tabbouleh salad.

And have you noted any differences between tasting Champagne in the air and on the ground?

Champagne may taste differently in flight because of the atmosphere at 30,000 feet (*about 9,000 meters*). The altitude and reduced moisture in the cabin may dull your taste buds, so during the selection process we look for Champagnes that will best maintain their unique qualities in flight.

