



SAS introduces ‘Flavors by SAS’ – a new approach to inflight dining

Scandinavian Airlines is unveiling Flavors by SAS, a new Food & Beverage concept designed to offer passengers a more varied, globally inspired culinary offering. Launching October 1, 2025, Flavors by SAS will debut alongside the new European Business Class and later expand to lounges and intercontinental flights.

Building on the foundation of the New Nordic by SAS concept launched in 2017, Flavors by SAS represents the next step in the evolution of onboard dining. While New Nordic highlighted Scandinavian specialties with a modern twist, Flavors by SAS brings a broader, more global perspective—delivering greater variety, enhanced presentation, and international culinary influences tailored to today’s SAS travelers.

The current Food and Beverage concept has served passengers for eight years, and as customer preferences evolve, so must SAS’ in-flight dining.

“While SAS has always been about bringing Scandinavia to the world, this new concept, Flavors by SAS, brings the world to Scandinavia, incorporating bold and diverse flavors inspired by Europe, the U.S., Asia, the Middle East, and the Mediterranean,” says Aron Backström, Vice President Product & Loyalty at SAS.

SAS is also introducing a new, more flexible dining approach to improve meal variety and adapt service to each flight. The new approach makes it easy to adjust meals based on flight time, service needs, and available space onboard creating a smoother and a more premium dining experience.

Aron Backström continues, *“SAS’ innovative dining approach and rotating menu system sets a new standard in inflight dining, providing a flexible, customer-centric alternative to traditional static menus. This dynamic model positions SAS at the forefront in innovation and adaptability within airline food and beverage service.”*

Key features of the Flavors by SAS-concept:

- **New menus** – More globally inspired culinary offerings.
- **Tiered meal service** – Various service levels ensure that meal offerings align with flight length and conditions, from a simpler basket service to full tray meals with hot and cold dishes.
- **Flexible dining approach** – This allows SAS to mix and match meal components to create unique tray combinations, ensuring variety and freshness.
- **Rolling menu rotations** – Meals change frequently, ensuring frequent travelers get to experience new options.
- **Elevated presentation in Business Class** – SAS replaces single-use-items with porcelain, a unique double-walled porcelain mug, glass and stainless-steel utensils to elevate the onboard dining experience.

With the new food offering, SAS is reducing food waste, prioritizing local sourcing whenever possible, and minimizing plastic packaging by increasing the use of compostable and recyclable

materials. A key example is the introduction of porcelain tableware—offering a durable, reusable alternative to single-use items.

For more information, please contact:

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SAS, Scandinavia's leading airline since 1946, operates a global hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN).

Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60,000 tons of cargo to 135 destinations across Europe, the USA, and Asia. With a relentless focus on operational excellence, SAS ranks as one of the most punctual airlines in Europe and the world. With a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: "To move from the old to what is about to come, is the only tradition worth keeping." Innovation and societal progress are at the heart of everything we do.

SAS joined SkyTeam in September 2024, and together with our partner airlines, we offer a wide network worldwide.

For more information, visit our website at www.flysas.com or follow us on social media for the latest updates and promotions.