



SAS and Lykke Coffee Farms team up to raise the bar for coffee in the air

SAS is partnering with Scandinavian coffee company Lykke Coffee Farms to introduce a new coffee experience across its network, bringing better coffee and a distinctly Scandinavian touch to the journey.

For 80 years, SAS has been serving travelers across Scandinavia and connecting the region with the world. From February 2027, passengers will be served coffee developed specifically for the experience of enjoying coffee at 35.000 feet, as SAS and Lykke Coffee Farms join forces to make an everyday part of the journey even better.

“Enhancing the onboard experience with better quality is a key priority for SAS. Together with Lykke, we are raising the bar for coffee and tea across our network, bringing a premium beverage experience to passengers both in the air and in our lounges. By working directly with farmers in Uganda, without intermediaries, Lykke delivers coffee with traceability from farm to cup. This partnership reflects our ambition to combine great customer experiences,” says Ingela Alveman-Borgström, Head of Onboard Product and Services at SAS.

The partnership brings together two Scandinavian companies with a shared belief that quality, responsibility and great experiences should go hand in hand. Coffee has long been part of Scandinavian culture – part of how people meet, work, travel and enjoy everyday moments.

“Coffee is such a natural part of Scandinavian life, and for us at Lykke, it’s an amazing opportunity to bring that culture on board SAS, to the staff in the air and on the ground, and to share our passion for how coffee should be produced. It’s also an opportunity to connect travelers with the people and places behind the coffee. And of course, it still has to taste fantastic at 35.000 feet,” says Johan Damgaard, CEO of Lykke Coffee Farms.

From farm to cup – and from aircraft to lounge

The company runs and owns coffee projects together with farmers who are also partners in Lykke, giving it control over how coffee is grown and produced and how the value of the business is shared. Lykke works directly with coffee producers and communities around the world, with the aim of creating better coffee.

For SAS, the collaboration is about improving one of the most familiar moments of a journey: being served a cup of coffee. The new coffee will be introduced across the SAS network from February 2027, with the full SAS and Lykke concept set to follow later in the year.

From then on, travelers will also be able to enjoy the new coffee in SAS lounges. Through selected offers and an extended partnership, SAS travelers will also be able to earn EuroBonus points through coffee-related purchases on the SAS Lykke platform.

The collaboration marks the beginning of a long-term Scandinavian partnership built around something simple: a really good cup of coffee, served wherever in the world you happen to be.