

## Backgrounder 2D

### WINE SELECTION

Customers on Singapore Airlines enjoy wines from the very best vineyards, selected by some of the world's most educated palates.

Singapore Airlines sources wines from many of the world's most famous wine regions. Selection is done by tender with selected suppliers invited to submit their wines for blind tasting by Singapore Airlines' three wine consultants. This approach has produced a wine cellar of exceptional quality and diversity.

#### **Expert Advice**

Singapore Airlines' wines are selected by three world renowned wine experts:

- Michael Hill-Smith is Australia's first Master of Wine (the world's highest wine qualification). Currently the regional chairman (Australia) for the Decanter World Wine Awards, his extensive wine tasting experience has made him a much sought-after wine consultant, commentator and writer.
- Jeannie Cho Lee is the first Asian Master of Wine. She divides her time writing, teaching and judging. Lee is the co-founder of the Fine Wine School in Hong Kong, and a bi-monthly wine columnist for Decanter (Hong Kong/China edition), Noblesse and Baccarat magazines.
- Steven Spurrier, from London, is a leading authority and author on wine. His illustrious career includes founding the first Paris wine school, L'Academie du Vin. He is President of the Circle of Wine Writers, Consultant Editor for Decanter Magazine and overall Chairman of the Decanter World Wine Awards.

#### **Annual Tastings**

- Singapore Airlines conducts two formal tastings annually in Singapore.
- Up to 1,000 bottles of red and white wine, champagne and port are sampled by the consultants a year in 'blind' tastings where the bottle labels are concealed.

- Wines are judged on appearance (colour and clarity), bouquet or “nose” (smell) and palate (taste). The panel also assesses the wine’s suitability for drinking on board an aircraft (where the atmosphere tends to be drier).
- Acting on the consultants’ advice, Singapore Airlines stocks up reserves for serving in the future, particularly for First Class and Business Class.
- Singapore Airlines serves approximately 2.1 million bottles of wine on board every year, across all classes.
- Singapore Airlines is committed to serving the best on board.

### **Inflight Pourings**

- Depending on the routes, the wine selection offered in Singapore Airlines Suites and First Class includes two brands of champagne - Dom Perignon and Krug Grande Cuvee – as well as wines from France, Italy, Germany, Australia, New Zealand and the United States. Port wine from Portugal is also included in the wine list.
- Similarly in Business Class, the selection of wines includes pourings from France, Germany, Australia, New Zealand, America, and Italy. Port wine and Charles Heidsieck Brut Reserve champagne are also served.
- Customers in Economy Class are served with a good balance of wines from France, Germany and Australia.

### **Wine Appreciation**

- Singapore Airlines’ cabin crew are taught the essentials of wine appreciation during their training, including how and where different wines are produced as well as the unique characteristics of different wines. Those interested in acquiring more wine knowledge may progress to advanced courses conducted by wine professionals. Singapore Airlines is an Approved Programme Provider for the UK’s Wine & Spirit Education Trust’s Intermediate and Advanced Certificate in Wines and Spirits. Selected crew with the necessary certification may go on to become Singapore Airlines Air Sommeliers, providing professional wine service to customers and promoting wine knowledge amongst fellow crew members.

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Issued by Public Affairs Department  
Singapore Airlines Limited