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British Airways and Twinings launch a high altitude tea

British Airways and Twinings launch a tea with an improved flavour at 35,000 feet.



British Airways and Twinings says tea tastes 30pc worse when drunk at 35,000 feet Photo: Getty Images



By Garry White

5:06PM GMT 29 Jan 2013

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There's nothing quite like a nice cuppa – unless you are flying at 35,000 feet.

British Airways and tea group Twinings have teamed up to promise a “transformation” of tea drinking in the air after research showed that its taste can be reduced by 30pc when travellers are at cruising altitude.

“British Airways has decided to lead a campaign to improve tea in the air,” Kate Thornton, its head of product and service, said. British Airways serves 35m cups of tea each year.

The airline, which merged with Spanish flag carrier Iberia in 2010 to form International Consolidated Airlines Group (IAG), is investing £5bn in new products, aircraft and technology, as it loses ground to budget carriers. Iberia is also struggling because of the subdued economic backdrop, losing more than £1m a day.

The new tea is a blend of Assam, Kenyan and high grown Ceylon tea, which Twinings describes as “a classic combination giving body, strength, flavour and colour.”

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“Water onboard an aircraft boils at around 89 degrees centigrade, not the ideal 100 degrees for making black tea,” Mike Wright, Twinings senior buyer, said. “The reduced air pressure and humidity affect the functioning of the tastebuds, making things taste different.”



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coriolis 01/31/2013 06:14 PM

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Now then, it'll be thy bloody Captain speaking, eye. There's plenty of Yorkshire Tea in thy parlour so if ya fancy a brew just you ask one of them tarts to make it nice and strong. Thow First officer and me could do with another two three cups ourselves for these bloody hangovers we got from necking it last night at the hotel - don't remember Tetley ever being that strong or the barmaid much, except the lass's behind was ten time bigger than my belly, but in the morning after a night at it as all of us BApilots do (we're only married whilst in UK airspace), the slapper said it was the other way around.

After landing this 30 year old heap of junk (and thats if we don't have to ditch half way across the Atlantic due to a fire here in the cockpit or put out a Mayday and divert to Cardiff) I'll tell you all about BApilots and the four floors of whores in Bangkok!

Now then, if we make it, don't you forget to wipe them bloody feet as you leave.

hampshire

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 01/30/2013 02:12 PM

Living in Denver I'm looking forward to getting hold of some. Yorkshire Gold just doesn't taste as good in the mile high city.

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Report

 **Canalfinder**
01/30/2013 05:15 AM

Wonderful bit of news. Every man and his dog knows you can't brew a decent cuppa at altitude. You can't get the water hot enough - never mind the taste buds!

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Report

 **mooney319**
01/30/2013 04:47 AM

easyJet do a great Bacon Buttie and Cup of tea- so simple but soooo nice!

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Report


 **fried_egg**
01/30/2013 04:35 AM

Has Twinings closed their Polish factory and returned the jobs to the UK yet? No? Coffee please.

Recommended by 4 people

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Report

 **mooney319**
01/30/2013 05:42 AM

So is the coffee british then?

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Report

 **fried_egg**
01/30/2013 06:55 AM

its about reward, and choosing companies that don't trade off being something when really they are a factory in Poland.

Recommended by 1 person

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Report

 **Onlymeandhim**
01/29/2013 08:41 PM

Keep the effing tea - give me a bit more legroom.

Recommended by 5 people

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Report

 **hcdevine**
01/29/2013 08:39 PM

"High altitude tea"- I smoked quite a bit of that at uni.

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Report

 **billsky**
01/29/2013 06:20 PM

Not to be beat Boeing have apparently installed Irish Coffee machines on their planes.The brews especially strong on the Dreamliner.

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 **Death Star**
01/29/2013 07:26 PM


Does it dispense whiskey?

Or only to the battery compartment?

Recommended by 1 person

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 **NahumBolt**
01/29/2013 06:03 PM

This 'research' was made evident by Heston Blumenthal a year ago with his Mssion Impossible tv series (something in the air).

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 **MrEdtheTalkingHorse**
01/29/2013 04:22 PM

Recommended by 4 people

BA European short haul breakfast includes some sort of compote goo that is revolting, the coffee is no good either, so any improvement would be nice. Agree that Twinings aren't worth linking up with, now that they have left the UK.

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micicle
01/30/2013 03:16 AM

Recommended by 5 people

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The yellow boxes of Twinings Earl Grey tea for Worldwide export are now produced in Poland. It lacks the strength, quality (bergamot oil) of the UK blended version yet retails for more than double the price. A total shambles for a supposedly premium product. Another customer lost, Twinings (aka AB Foods).



donkeylogic
01/29/2013 03:59 PM

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I think the airline should definitely serve Twinings on flights to-and-from China and Poland.... since Twinings shagged hundreds of loyal UK employees and moved "operations" to those countries, it would be natural to pick up your Tea from the factories, themselves, while you're there.

Perhaps First Class passengers could be served "Irony Brew" on their trip? Leaving UK, they get served a tea, steeped in the boiled tears of UK sacked employees who're now existing on the dole. Returning from Poland or China, they get their tea steeped in the tears of laughter, from new employees that took the jobs?



chinaman
01/29/2013 03:29 PM

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That probably explains why all airline food tastes like sht.



bringbackmaggie
01/29/2013 03:05 PM

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Much as I applaud this, there are plenty other things about British Airways (and Twinings - remember the "jobs to Poland" scandal) that they should address first.



challenger
01/29/2013 03:05 PM

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The problem isn't the altitude. It's the low air pressure that the miserly BA keeps in the cabin.



\$3612748
01/29/2013 01:29 PM

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Not before time either.

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