

Wine Not? American Airlines Launches Flagship Cellars, an at-home Wine Experience

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- Uncork and unwind with Flagship® Cellars wine offerings delivered straight to your door.
- Wines represent unique regions and flavors from prestigious vineyards around the world.
- American is the only airline to have at-home wine offerings that features wines from its onboard wine program.

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American has built a reputation for its thoughtful selection of award-winning wines that represent unique regions and flavors from around the world. Flagship Cellars is a wine passport to the world with flexible wine subscriptions or build-your-own case options. The curated collection features exclusive ultra-premium wines at a lower price and with AAdvantage® mileage benefits.

"For wine lovers around the world, wine provides a deeper connection to the places they enjoy visiting," said Alison Taylor, Chief Customer Officer at American. "We created Flagship Cellars to provide more ways for customers to enjoy our Flagship wine even if they aren't flying in one of our premium cabins."

How the Flagship Cellars wine experience works:

- American will hand-pick wines from its Flagship wine collection, chosen by an award-winning master sommelier exclusively for American.
- Anyone 21 years or older can select their wine preferences at vinesse.com/flagshipcellars.
- Customers can select from curated collections of mixed wines, build their own custom box, or purchase a monthly wine subscription which includes three prestigious wines for \$99.99, including delivery.
- Subscriptions may be for a limited time (while supplies last) and can be canceled at any time. Introductory offer includes an extra complimentary bottle of wine. Program and availability limitations on orders vary by state.

In addition, members of the American Airlines AAdvantage® loyalty program can earn two miles per dollar spent on every order when they provide their AAdvantage number during checkout (excluding taxes, shipping and fees). Not an AAdvantage member? Join for free at aa.com/loyalty/enrollment/enroll.

Wines considered for the American Airlines wine program undergo a thorough process. Twice a year, the wine experts identify top selections based on their notes and historical data on what has been most popular with customers around the world. The team meets with its award-winning master sommelier to blind taste wines before presenting final options to a variety of American team members to solicit feedback and identify which wines are best suited for onboard and in lounges.

American has more Global Traveler Wines on the Wing awards than any other U.S. carrier, including four first place wins in the past year. Since 2015, American has been the top airline for first- and business-class wines in North America.

About American Airlines Group

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