

Melbourne, 08 February 2012

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Newsroom

# Another world first for Jetstar with global wine award

- Jetstar wins Best Business Class White Wine in Cellars in the Sky Awards
- First LCC in the world to win in the Award's 27-year history
- Reflects Jetstar's commitment to giving customers more choice

Jetstar has achieved another global first, becoming the first LCC to win Best Business Class White (Waipara Hills NZ, Sauvignon Blanc, 2010) at the prestigious Cellars in the Sky Awards held in London, UK.

Cellars in the Sky is an internationally esteemed competition run by Business Traveller magazine, which rewards the quality and innovation of wine available on long-haul flights across 12 wine categories.

Jetstar's entries were assessed by a respected panel of judges who performed blind taste testings of wines from 33 airlines around the world.

The judges assigned 95 out of 100 points to Waipara Hills NZ, Sauvignon Blanc, 2010, describing it as: "...crisp, fresh and herby with a hint of celery. Not too acidic and not too much residual sugar. A good core – balanced, focused and intense."

Jetstar was also awarded second place for Best On-Board Business Class Cellar. Jetstar's parent airline Qantas scooped awards in six different categories.

Jetstar Group CEO, Bruce Buchanan, said Jetstar was honoured to be the first low fares airline recognised at these awards – a mantle normally reserved for full service carriers.

"Some may regard this as a surprise win for a low fares airline, but it reflects the effort invested in making our Business Class cabin a great experience for leisure travellers for less than you would expect to pay for this level of quality and service," Mr Buchanan said.

"Credit for this award belongs to our wine panel and Jetstar's cabin crew, who work hard to deliver award-winning service for all our customers, every day."

In 2011, Jetstar asked four respected wine experts to form a panel and find the best regional products suited to customers' tastes.

The airline also recently introduced iPads as in-flight entertainment, allowing customers to enjoy the latest release movies, TV shows and music, and a line-up of the latest generation games, e-magazines and e-books.

Jetstar panellist and international wine expert, Matt Skinner, said: "These awards are not only a testament to Jetstar's Business Class service, but to the outstanding talent and professionalism of the winemakers based Australia and New Zealand. All the wines we select are both good quality and excellent value and appeal to what the Jetstar customer enjoys," Mr Skinner said.

## Cellars in the Sky Awards for Jetstar:

### FIRST PLACE:

- **Category:** Best Business Class White Wine
- **Wine:**
  - Waipara Hills, Sauvignon Blanc, 2010

### SECOND PLACE:

- **Category:** Best On-Board Business Class Cellar (i.e. full selection)
- **Wines:**
  - Stella Bella Cabernet Sauvignon Merlot, 2008
  - Nepenthe, Pinot Noir, 2010
  - Waipara Hills, Sauvignon Blanc, 2010
  - Lisa McGuigan, Pinot Gris, 2011
  - Bay of Fires Tasmanian Cuvee Brut Pinot Noir Chardonnay MV

## About Cellars in the Sky Awards

Established in 1985, Cellars in the Sky celebrates the best airline wines served worldwide in Business and First Class. An independent panel of judges made up of renowned wine experts blind taste entries over a two-day period to determine the winner in each of the 12 different categories, as well as give additional recognition in seven categories.

## About Jetstar Business Class

Business cabins are available on Jetstar long-haul A330 services and include extra-roomy, all leather seats, all meals and beverages, in-flight entertainment, a comfort pack, generous baggage allowances and options to purchase excess baggage. You can also upgrade your Business Class fare with the option of earning Qantas Frequent Flyer points and Status credits at Qantas business rates (on eligible flights), lounge access (where available) and refundability by choosing Jetstar's Business Max option.

## About Jetstar

### About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific's fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.

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