

SWISS unveils signature cocktail – SWISS Alpine Essence – for long-haul flights

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Swiss International Air Lines (SWISS) is set to introduce its first in-house cocktail creation aboard all long-haul flights starting this July. The exclusive new drink, named – SWISS Alpine Essence –, will be available to First and Business Class passengers and is a light, floral twist on the classic White Negroni.

The cocktail was crafted in partnership with acclaimed bartender and gastro entrepreneur Sarah Madritsch, known for her award-winning mixology and recent role as manager of Zurich’s renowned IGNIV by Andreas Caminada Bar.

Blending dry white vermouth, elderflower syrup, crème de menthe, white crème de cacao, and subtle citrus and herbal notes, the SWISS Alpine Essence is designed as a refreshing aperitif or a complement to in-flight meals.

– We wanted to give SWISS passengers a unique flavour experience that captures the freshness and lightness of the Swiss Alps, – said Madritsch. – I’m incredibly proud of the result, and it’s an honour to know our creation will soon be enjoyed around the world as SWISS’s first signature cocktail. –