



MONTHLY PRODUCT & SERVICE UPDATE

OCTOBER 2015

Please note that you must be inside the Air Canada network to access the links.

Our Brand

Taking Canadian Dining to New Heights

As of October 1, our International Business Class flights will feature signature dishes designed by celebrated Canadian Chef David Hawksworth. Chef Hawksworth has collaborated with Gate Gourmet to create a selection of seasonal dining options including appetizers, main courses and desserts.



HAWKSWORTH

On October 1, the following dishes will be featured in our International Business Class menus:

- yellowfin tuna tataki appetizer served with scallion ginger vinaigrette, passion fruit and puffed rice
- tamari roasted sablefish main course served with bok choy, brown rice and chili miso vinaigrette
- decadent dark chocolate fondant with blackberry compote

Yellowfin tuna tataki



Tamari roasted sablefish



Dark chocolate fondant



For more information on the new Chef Program, refer to the [Taking Canadian Dining to New Heights](#) brochure.

Our Operation

PRODUCT & SERVICES

SYSTEM

Bye, Bye eFix

Effective October 1, eFix will be decommissioned and all onboard feedback will be submitted through the handheld device.

The reporting feedback feature (in the Post-Sales section) will be easier, more convenient and quicker to use.

ePub News > ["New HHD Feedback Feature"](#)



New Tomato Juice Format

Effective October 1, and on a progressive basis, *Heinz* tomato juice cans will be replaced by one litre tetra packs of *Sunberry* tomato juice. Shake well before serving to ensure maximum flavour.

PWNA in globe Briefing Package

Customers with a severe peanut/nut allergy (PWNA) who have requested a buffer zone prior to flight will now be identified in the globe Briefing Package, thereby giving cabin crew advance notice of these requests.

The names, seat numbers and corresponding SSR code will be indicated in the Detailed Passenger List, which is available as a selectable option under Passenger Summary.

ePub News > "[PWNA in globe Briefing Package](#)"

Accommodating Musical Instruments as Cabin Baggage

Passengers travelling with a musical instrument as carry-on are now permitted to board during pre-boarding between zones 2 and 3, at the same time as families with children under the age of six or those that need more time to board the aircraft.

Customers who have purchased an extra seat for their musical instrument are still allowed to board first, in order to allow for sufficient time to secure their instrument. Any customer who is entitled to Priority Boarding in zones 1 or 2 may continue to do so, even if travelling with a musical instrument as carry-on.

As per *Publication 356*, cabin crew are required to monitor overhead bins to maximize space utilization and to assist passengers in finding room for their cabin baggage. If cabin crew are unable to find a suitable stowage space in the overhead bins, the passenger's musical instrument may be stowed in the closet, if required.

INTERNATIONAL

Business Class – New Wine Program

October 1 marks the introduction of our new International Business Class wine program. The latest selection of wines includes:



REDS

H J. Fabre Reserva Malbec – Mendoza, Argentina
Portia Ebeia Roble Tempranillo – Ribera del Duero, Spain
Château Martinolles Classic Cabernet Sauvignon – Limoux, France

WHITES

Moko Sauvignon Blanc – Marlborough, New Zealand
Henry of Pelham Family Estate Chardonnay – Niagara Peninsula, Canada

For food and wine pairings by our wine expert Ken Chase, click on the new Food and Wine Pairings [brochure](#).

Business Class – Service Enhancements

On October 1, the following enhancements will be made to our International Business Class service:

- introduction of the Chef Program
- changes to the enhanced cheese and dessert service
- new Sneak-a-Snack products
- introduction of sparkling water as a pre-departure beverage

ePub News > "[International Business Class Service Enhancements](#)"

Business Class – Breakfast à la Carte

The following changes will also be made to the Breakfast à la Carte service:

- the quiche will be replaced by a hot omelet casserole
- there will only be Mueslix cereal (no more Special K)
- jam will be bulk-loaded (30%)
- the empty casserole dish will be removed from the tray set-up and will be bulk-loaded



Business Class – YVR/SYD Mid-Flight Snack

On October 1, we will be changing the mid-flight snack products offered on YVR/SYD. We will no longer be offering dim sum or won ton noodles; however, we will be offering a breakfast egg sandwich on YVR to SYD.

NORTH AMERICA

Business Class – Catering Changes

As of October 1, the following catering changes will be introduced to North America Business Class. The primary changes are adjustments to meal choices as well as a new selection of packaged snacks.

- two meal choices will be offered on medium/long-haul lunch/dinner flights (instead of 3):
 - no changes to premium long-haul flights.
- whole wheat and white bread will be provisioned on all flights, including breakfast:
 - cinnamon bread will be removed from the morning bread selection.
- refreshed selection of snack basket products:
 - *Miss Vickie's* chips – *Lindt* 70% chocolate – *KitKat* chocolate – roasted almonds
 - and also *Biscoff* cookies – *MadeGood* apple cinnamon bars for short-haul flights (20:00 to 04:59)

ePub News > "[North America Business Class Catering](#)"

New Air Canada Café Products

With fall upon us, it's time to refresh our Air Canada Café product selection. The new menu that launches on October 1 features:

- new sandwiches – rustic pepperoni pizza – penne & meatballs casserole
- *KitKat King* chocolate bar – *PÜR* mints
- premium wine by the glass – *David's Tea* – *San Pellegrino* limonata

ePub News > "[Air Canada Café Products – October 2015 - Revised](#)"



Signature Cocktail – Smirnoff Caesar

The signature cocktail for the new Air Canada Café menu is the Smirnoff Caesar. Customers can enjoy a Canadian favourite made with *Extra Spicy Clamato* and vodka for \$6.50 (plus taxes). Enter as vodka in the handheld device.

SERVICE DELIVERY

SYSTEM

North America Service Guide

The North America Service Guide is now even better. As part of a major review, the content has been updated, recent service changes incorporated, the layout and pictures have been refreshed and the information streamlined.

This new and improved version is now available in [ePub](#). We truly hope you will enjoy using this redesigned tool.



Trash Compactor Boxes – Update



There is an issue with the latest supply of trash compactor boxes we received. It has been recently reported on numerous occasions that the boxes are breaking during compacting. The supplier of the boxes is aware of the situation and is working on a fix.

As a temporary measure, Flex-e-Bags are being provisioned on all aircraft equipped with trash compactors. Flex-e-Bags are garbage bags designed for use in half-size carts that can be snapped closed when full.

ePub News > "[Trash Compactor Boxes](#)"

INTERNATIONAL

Express Meal Option

The Express Meal option offers customers who wish to dine shortly after take-off an all-inclusive cold meal tray consisting of an appetizer, salad, warm bread and cheese & fruit.

The hot main course continues to be available as part of the main meal service or later during the flight.

The Flex meal remains an option for customers wishing to dine later during the flight. As per current specs, it consists of a hot main course (galley plated), warm bread, salad, cheese & fruit.

These changes are in line with our main competitors and should help expedite the overall service delivery, while ensuring dining choice and flexibility for our customers.

As service consistency is key to managing customer expectations, please ensure service levels are adhered to.



NORTH AMERICA

Double Catered Flights – October

The following turnaround flights will be double catered (and garbage removed) during the month of October:

- | | |
|------------------------------|------------------------------|
| → AC101 → AC148 YYZ-YVR-YYZ | → AC142 → AC137 YVR-YYZ-YVR |
| → AC103 → AC116 YYZ-YVR-YYZ | → AC156 → AC1175 YVR-YYZ-YVR |
| → AC105 → AC102 YYZ-YVR-YYZ | → AC166 → AC189 YVR-YOW-YVR |
| → AC109 → AC1134 YYZ-YVR-YUL | → AC415 → AC420 YUL-YYZ-YUL |
| → AC111 → AC194 YUL-YVR-YUL | → AC619 → AC466 YHZ-YYZ-YOW |

IN-FLIGHT ENTERTAINMENT

IFE Highlights

Here is a preview of the movies that will be coming to our PTV screens in October.



Jurassic World • *MMXXL* • *Ant-Man* • *entourage* • *Mission Impossible* • *Slow West*
Amy • *La tête haute* • *Dope* • *Shaun the Sheep Movie*

The IFE guide and highlights of movies playing this month are now available on the *ePub* homepage.

In-Seat Power Supply (ISPS)

Coming soon! Our customers will be able to use the ISPS and USB port during all phases of flight (a *Pub. 356 Insert* will be issued shortly to confirm the start date).

Once this is in effect, please check that the applicable seat power switch is activated prior to boarding (labelled as "ISPS", "PC POWER" or "PED POWER"). There is no need to turn it *off* upon arrival.



"Confuse an approaching frown with a smile."

DUTY FREE

New Fall/Winter Duty Free Program

The new duty free boutique program for fall/winter launches on October 1.

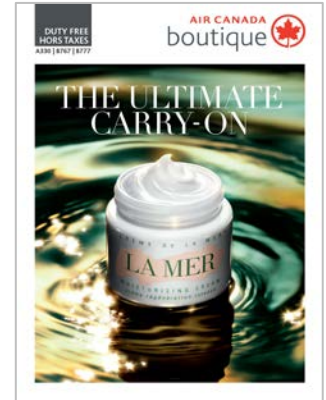
Our duty free program will feature three different catalogues. The international catalogues will be provisioned based on aircraft type.

ePub News > "[New Fall/Winter Duty Free Program](#)"

Duty Free Top Sellers – July

Here are the top five international duty free sellers for July. Kudos to all!

Suzan Clendening – YYZ \$7,250 ★ **Brenda Krocko** – YUL \$7,198
Andrew Diamond – YUL \$6,952 ★ **Claude Lahaise** – YVR \$6,938
Rinaldo Brizzi – YYZ \$6,780



ONBOARD SALES CORNER

Sales Tip of the Month – Know Your Products

In October, we are launching new Air Canada Café and duty free products. If you didn't have time to visit an Onboard Sales roadshow, here is how you can learn more about the new products.

DUTY FREE: When you have a moment, look through the new duty free catalogue and read the descriptions. These short blurbs highlight key facts about each product.

AIR CANADA CAFÉ: Using the handheld device, on the Sales Screen, tap on [Options] and click on [Nutrition Facts] to view several facts on each product such as nutritional information, ingredients and allergens. The "Feature/Benefit" page is also great as it describes each product.



Just remember, the more you know, the better the onboard shopping experience will be for our customers. Get ready to sale away!

Clif Bar Promotion

Clif Bar would like to thank cabin crew for their efforts and dedication to their brand. From October to January, any time you sell four or more *Clif Organic Trail Mix Bars* onboard, your entire crew will be entered into a monthly draw for a \$150 Prepaid VISA Giftcard. A total of eight winners per month will be selected, and there is no limit to how many times your name can be entered. On behalf of Clif Bar, good luck and thank you!

UP Express – Crew Commission

Up Express is pleased to announce a 10% commission for you and your crew whenever you sell an Adult Fare ticket from Pearson to Union Station.

Cabin Crew Sales Survey

Tell us how you really feel! The Onboard Sales team will be sending out a survey in the coming weeks. All participants will be entered to win a \$100 gift card. Further information will be communicated in an upcoming globe Message.



CABIN CREW

A321 Cabin Crew Complement – October

In accordance with the Collective Agreement, the crew complement on the A321 is five for 50% of the A321 fleet's flying hours. The blocks will indicate four or five, depending on the month. For October, the A321 will be blocked at five.



Calgary In-Flight Crew Centre

New Location! The YYC In-Flight Service Crew Centre has recently moved. The new crew centre is adjacent to the Delta hotel lobby. The new address is:

1955 Airport Road NE • Parkade 1 - Level 3, Room 307C – Elevator Lobby • Calgary, AB, T2E 6Z8

FLEET

787 Dimmable Windows

To reduce the use of auxiliary power units, thereby minimizing our fuel expense costs, the following procedure will be implemented on all flights operated by the 787, effective October 1.

Upon arrival, set window dimming to level **5** (darkest) once all customers have deplaned and prior to leaving the aircraft. As per current SOP's, dimmable windows must be set at **1** (lightest) prior to passenger boarding.

In addition to saving energy, this procedure keeps the cabin temperature comfortable while the aircraft is on the ground and helps the environment.



ePub News > "[787 Dimmable Windows](#)"

A319 JETZ

A319 fins 275, 280 and 282 are now dedicated to JETZ and feature a 58J cabin configuration.

As iPads are used on JETZ flights, there's an iPad carrier (with a **Do Not REMOVE** placard on it) in the AFT galley that must always remain on the aircraft, even when it operates mainline flights.

Important! These iPads are not to be used on mainline flights.

E190 – Status

From October 2015 to April 2016, 20 E190 aircraft will be leaving the Air Canada fleet at a rate of approximately two to three fins per month. A total of 25 E190's, all equipped with GoGo Wi-Fi, are scheduled to remain in our fleet.

SOP AWARENESS



Diaper Disposal

There has been a recent increase in the number of blocked lavatories due to the improper disposal of diapers. These situations are not only a great inconvenience to our customers but also very costly to repair.

When completing the safety briefing for customers travelling with an infant, provide a diaper disposal bag to parents traveling with infants and remind them to dispose the bag in the lavatory garbage bin. Return unused bags to the flight satchel or dry food unit carrier.

RECOGNITION

Star Search

The 28th edition of the Excellence Awards is now open for nominations. If you know an employee who continuously displays Air Canada's values and competencies, and regularly goes above and beyond the call of duty for colleagues and customers, show them you noticed!

Nominate them for the Award of Excellence, or the Award of Bravery, by submitting their name on the nomination form found on ACAeronet under HR Connex > Recognition > Nominate for Excellence Award.



The *Monthly Product & Service Update* is a supplement to ePub. Produced by the IFS Cabin Experience team.
