

Tito's Handmade Vodka now available on Aer Lingus



Thirsty travelers on Aer Lingus, the national airline of Ireland, will now have a new option for onboard cocktails. Tito's Handmade Vodka is now available onboard, marking the brand's first airline listing outside the United States.

5cl bottles of the Texan craft vodka are stocked on the airline's fleet of 63 aircraft, which currently carries 12 million passengers. Highlighted in the Aer Lingus on-board Bia brochure, Tito's is available from this month on all routes to 24 countries in Europe, North America, the Canary Islands and Turkey.

John McDonnell, Managing Director International of Tito's, comments: "We are delighted to partner with Aer Lingus, an established market leader in aviation, and proud to work with Retail inMotion to enhance the on-board experience for guests. By adding Tito's to its range of beverage options, Aer Lingus is not only attracting demand from American passengers, but also the growing Irish fan base who love our authentic craft vodka."

In the Irish domestic market, Tito's is distributed by Comans Beverages. Brian Callan, Marketing Director of Comans Beverages, adds: "Tito's has become a huge success story in Ireland, available at 900 of the best bars nationwide, a must-stock brand in many locations."

Earlier this year, Tito's Handmade Vodka increased its footprint in Irish travel retail with new listings with Aer Rianta International at both Dublin and Cork airports. Tito's has been available in Irish duty free at Shannon Airport since 2016.

The specialized brand is already onboard eight U.S. airlines including American Airlines, Jet Blue, Allegiant Air, Frontier and Alaska.