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# Southwest Airlines Gives its Onboard Coffee a 'LIFT™' With Hazelnut Coffee Creamer

## Southwest Airlines Adds Creamy, Nutty Flavored Creamer to Its Premium LIFT™ Coffee

DALLAS, Sept. 29 /PRNewswire-FirstCall/ -- -- At Southwest Airlines, we're NUTS about HazelNUT... coffee creamer that is! Southwest Airlines is bringing back its favorite flavored coffee creamer onboard all its 3,200 flights. With Coffee-Mate® Hazelnut coffee creamer, Customers can linger over a warm cup of LIFT™ coffee blended with nutty sweetness of Hazelnut while they relax onboard. The individually packaged liquid creamer is a seasonal offering that will remain onboard through the beginning of the New Year. Southwest Airlines offered the Hazelnut coffee creamer last holiday season, and due to the popularity and Customer feedback, we are offering it again!

Southwest Airlines recently sent Employees into the field to do some "market research" on Customer reactions to LIFT and the Hazelnut coffee creamer. See what Customers had to say in this video.

Southwest Airlines serves its own brand of coffee onboard. LIFT is a rich, dark-roasted, 100 percent Arabica blend of South and Central American coffees. The coffee is served in cups that are made from 12 percent post-consumer recycled materials with built-in sleeves made of 99 percent post-consumer recycled material.

For each cup of coffee Customers consume, Southwest makes a donation to the Light Up the World Project. Since launching LIFT coffee onboard, Southwest Airlines has given more than \$10,000 to the project! The Light Up the World Project brings light to isolated villages in the coffee-growing regions of Guatemala. Southwest's donations have helped support a self-sustaining co-operative that supplies homes with solar-powered LED light systems and trains villagers how to install them. So the more coffee Customers drink, the more Southwest Airlines donates!

After nearly 40 years of service, Southwest Airlines continues to differentiate itself from other low fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded, now serving 69 cities in 35 states. Southwest also is one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, read the Southwest Airlines One Report™. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has nearly 35,000 Employees systemwide.

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