**Beat: Travel**

# UNITED AIRLINES IS BRINGING BACK FREE BEER AND WINE ON LONG-HAUL FLIGHTS

## PASSENGERS WONT REACH FOR WALLETS

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**USPA NEWS -** United Airlines passengers will no longer have to reach for their wallets if they ask for wine or beer on long-haul international flights. Not even in economy.

United says it will upgrade the food in its economy cabin, too, offering "a hearty three-course service" that will remain complimentary. Beyond that, the carrier will start selling the same light snacks that it already offers on its domestic flights.
The changes begin June 1, covering United's long-haul flights between the United States and Europe and Asia. They'll also include United flights between the U.S. and Argentina, Brazil and Chile.
The return of free drinks and the upgraded meal service on the long international routes will likely be welcomed by United's economy customers. But the effort also comes as United faces stronger competitors, both in the U.S. and abroad.

American and Delta already offer complimentary wine and beer in the economy cabins of their comparable long-haul routes. So do many foreign carriers that fly to the USA, including Germany's Lufthansa, Japan's All Nippon Airways, Etihad Airways of the United Arab Emirates and italian airline, Alitalia.
United's economy-class drink and meal changes come amid a broader effort by the airline to up its game. For example, the carrier has revamped many of its hub terminals and has rolled out a new food menu at its frequent-flier clubs. United also has upgraded its meal service for first- and business-class passengers on flights within North America.

United used to offer complimentary wine in beer in coach through the 1990s, but the carrier says it began to charge for those beverages on some long-haul flights by the early 2000s. In 2014, United began charging for beer, wine and sake on its trans-Pacific flights, essentially ending the option for free alcohol in the economy cabin until the new policy begins on June 1.

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