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Senior Director of Sales & Marketing Canada
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Finnair Puts The Cool Into C Class

The Nordic countries (Finland, Norway, Denmark & Sweden) recently hosted a super-cool downtown bash to celebrate the many reasons to visit the region. The event, at the swanky Spoke Club, was a fabulous mash-up of cutting-edge Nordic food, fashion and architecture. It was clear from the start that this was not your average travel event!

Designed to inspire people to travel to Nordic countries, the "Cool Nordic 2014" event was sponsored by the national tourist boards and, most notably, Finnair – who were there to celebrate the introduction of business class on their seasonal YYZ-HEL route. From June 1st to September 21st, the airline will operate an upgraded A330 with departures on Tuesdays, Fridays and Sundays. Finnair has a spectacular on-time record (#1 in the world during 2013!) and besides a non-stop way to get to Finland, also offers connections to dozens of other European and Asian destinations.

But it's not all about convenience: Finnair's Marketing Manager Anssi Partanen explained that a few years ago, the airline decided to "bring the glamour back to business class" and it seems they have achieved their goal. Finnair recently announced a partnership with 2 of Finland's top chefs: Pekka Terävä and Tomi Björck and these experts have created signature menus for AY's business class pax.

Since actions speak louder than words, Finnair brought along their Chef and Head of Product Development, Juha Stenholm for a demonstration and tasting of one of their new business class menu items: salmon sashimi with shaved asparagus and panko-crusted chevre. That alone would almost be worth the added cost of business class.

Other business-class amenities include lie-flat beds (ahh) and beautifully designed teapots, mugs, plates and textiles thanks to a partnership with Finnish design company, Marimekko, who have customized designs for AY including an aircraft "wrap" with their signature poppy design.

It's clear that a great deal of care and planning went into Finnair's new business class venture - passengers looking for extra comfort on the long-haul routes will undoubtedly enjoy the thoughtful amenities. If their amazing event is anything to go by, all of the food will be delicious, the yummy wine will flow freely and the flights will be full of fashionable, beautiful people. Finnair epitomizes Cool Nordic.



Finnair Chef, Head of Product Development, Juha Stenholm with Tommi Korhonen, Managing Director for Northern Europe Inc. (Finnair Canada's GSA)



AY Flight Attendant, Anni Väyrynen, shows off the business class appetizer



A taste of the delicious offerings available on AY's new business class



Royal Scenic's Harold Ho is joined by Connaisseur Travel's Tres Lobo

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