

Alaska Airlines

OCTOBER 2007



Aloha!

Alaska Airlines introduces
service to Hawaii

Aloha October

Thank you for joining us as we celebrate our new service to the beautiful islands of Hawaii.

On all flights

From music to meals, we have plenty in store for you no matter where you fly with us in October.

Enjoy Mauna Loa macadamia nuts as your daytime beverage-service snack.

Morning and late-night beverage-service snacks will feature Cougar Mountain Waikiki Beach White Chocolate Macadamia Nut cookies.

Johnny Love pineapple vodka will be available, too (hint: ask a Flight Attendant for one of the custom Johnny Love mixed drinks).

If you purchase one of our fresh Northern Bites meals, you'll enjoy unique island flavors in the beef rice bowl or Portuguese sausage breakfast skillet.

Hawaii's own Kona Longboard Island Lager will be one of our beers available for purchase.



On flights to and from Hawaii

Enjoy these unique Alaska touches when flying with us to Honolulu and Lihue.

Some Flight Attendants will be sporting new uniforms featuring graceful images reminiscent of both Hawaii and Alaska.

We'll treat you to a choice of complimentary POG or a Mai Tai after takeoff.

First Class service will offer exotic meals such as macadamia nut-encrusted mahi mahi, mashed purple potatoes and island mango chicken.

Rent a digEplayer and enjoy the Discover Hawaii channel, complete with features that include extreme surfing and one of our favorite classic TV shows, Hawaii Five-O.

