

Guest experience change notification: On Board Beverage Updates



The purpose of this paper is to communicate updates in the beverage experience and offer on board our fleet.

Background

As part of our regular product reviews and in preparation for the new 2024 summer season the beverage development team have made the following updates to the guest experience on our soon to be fleet of four Queens.

- Bar Tariff Review and Update
- World of Drinks Package Price Update
- World of Drinks Soft Drinks Offer Name Change
- Union Coffee New Supplier

Summary Updates

Bar Tariff Review and Update

The Cunard beverage development and procurement teams regularly engage the global drinks market and tender to update or open new supply contracts for the fleet. This process ensures our bar offering benchmarks to the global hospitality industry in both choice and pricing. New this year, our menus will feature a dedicated section for Low & No beverages, showcasing choice of delicious flavours without the alcohol.

Cunard bar prices remain competitive when benchmarked within the hospitality industry both at sea and ashore.

The 2024 tariff review has been completed and new menus have been designed, printed, and delivered ready for the fleet implementation.

New Tariff / Menu go-live dates:

Queen Anne	3 May 2024
Queen Mary 2	12 May 2024
Queen Victoria	27 May 2024
Queen Elizabeth	22 July 2024

World of Drinks Package Price Update

As part of the above tariff update the World of Drinks package prices have been updated accordingly. The prices will update at the same time the ship moves to the new bar tariff.

Drinks options	Current Price	New Price 2024	
	My Cunard / On Board	My Cunard	On Board
Soft Drinks option	\$10.00 / \$12.00	\$13.50	\$15.00
Specialty Hot Drinks option	\$12.50 / \$15.00	\$15.75	\$17.50
Premium Non-Alcoholic Drinks option (name updated)	\$30.00 / \$35.00	\$40.50	\$45.00
Beers, Wines and Spirits option		<i>No change in price</i>	<i>No change in price</i>
• Less than 5 nights		\$85.50	\$95.00
• 5-14 nights		\$72.00	\$80.00
• 15-84 nights		\$67.50	\$75.00
• 85 nights and more		\$49.50	\$55.00

<https://www.cunard.com/en-gb/activity-types/bars-and-lounges/a-world-of-drinks>

World of Drinks Premium Soft Drinks Option Name Change

As a result of increasing our Low & No beverage offer and that our Premium Soft Drinks option will include these drinks, we have changed the name of the package to Premium Non-Alcoholic Drinks option. This name change will better communicate the offer to our guests. The update will be phased in upcoming digital and print collateral updates.

Premium Soft Drinks option is now **Premium Non-Alcoholic Drinks option**

Union Coffee: Our New Speciality Coffee Supplier

We are pleased to announce that as our new bar menu implement for the fleet, Union Coffee (replacing illy) will now feature as our coffee brand for purchase. Union Coffee bring expert knowledge, high quality products, and skills training to deliver a superior coffee experience.

The complimentary offering in our main restaurants, Lido, Kings Court, Artisans' Foodhall, and staterooms will remain the same.

FAQs

1	Why has a Low & No beverage section been added into menus?	Cunard are committed to offer more choice in beverage tastes and flavours, including those with low or no alcohol included.
2	Who do we benchmark our bar prices against?	Cunard reviewed and benchmarked our service measurements and tariff against the global cruise industry, leading UK hotels, gastro pubs, restaurants, and cocktail bars. Cunard bar prices remain competitive within the hospitality industry both at sea and ashore.
3	What is the World of Drinks?	Cunard World of Drinks is a selection of pre-purchase packages that offer inclusive drinks for guests in all on board bars and restaurants. The packages range from soft, hot and cold drinks to alcohol options. Visit https://www.cunard.com/en-gb/activity-types/bars-and-lounges/a-world-of-drinks for more information.
4	Why did the name for the premium soft drinks package change?	The new name Premium Non-Alcoholic Drinks option better articulates the now inclusive Low & No beverages in the menus.
5	Why has Union Coffee been selected as the new supplier for the bar coffee menus?	As part of our ongoing development, we look for new suppliers to bring new products to our menu and deliver a better guest experience.
6	Will there still be a complimentary coffee and hot drinks offering on board?	Yes, there will still be an offering a complimentary hot drinks offering in our main restaurants, buffets, and staterooms.

Contact

If you have any questions regarding the fleet bar tariff update, please contact Claudia Carrozzi or Francis Fred.