



P&O Cruises launch new Drinks Packages

Refresh	Alcohol-Free	Classic	Deluxe
<p>Refresh</p>	<p>Alcohol-Free</p>	<p>Classic</p>	<p>Deluxe</p>
<p>Selected Soft Drinks: </p> <p>Pepsi, Lemonade, Juices</p> <hr/> <p>Non-Alcoholic Drinks: </p> <p>Beers & Ciders, Cocktails, Wines, Spirits</p>	<p>Extended Range of Soft Drinks </p> <p>Water 330ml </p> <p>Selected Costa Coffee & teasigs </p> <p>Non-Alcoholic Drinks: </p> <p>Beers & Ciders, Cocktails, Wines, Spirits</p>	<p>Extended Range of Soft Drinks </p> <p>Water 330ml </p> <p>Selected Costa Coffee & teasigs </p> <p>Non-Alcoholic Drinks </p> <p>Beers & Ciders </p> <p>Selected Cocktails </p> <p>Prosecco 125ml </p> <p>Selected 175ml Wines </p> <p>Selected 25ml Spirits </p> <p>20% off excluded drinks </p>	<p>Extended Range of Soft Drinks </p> <p>Water 330ml </p> <p>Full Range of Costa Coffee & teasigs </p> <p>Non-Alcoholic Drinks </p> <p>Beers & Ciders </p> <p>Extended Range of Cocktails </p> <p>Prosecco 125ml </p> <p>Extended Range of 175ml Wines </p> <p>Extended Range of 25ml Spirits </p> <p>20% off excluded drinks </p> <p>Craft Beers </p> <p>Extended Range of 250ml Wines </p> <p>Extended Range of 50ml Spirits </p>

Summary:

- P&O Cruises have reviewed their current drinks packages with an objective to create a refreshed offering that exceeds their guest's expectations and addresses key feedback.
- The launch will deliver a simplified range of packages to resolve known key detractors and enhance guests' choice of products, as well as introducing an additional tier.
- The updated packages will be launched across the fleet between May 23 and Jul 23 with the key changes being:
 - Moving away from price lead product inclusions to a product/category lead approach
 - Move from 3 to 4 package proposition with the addition of new 'deluxe' package
 - Offer a discounted My P&O Cruises price when purchasing pre-cruise
- Guests who have already purchased a package under current terms will automatically receive an upgrade to a package of equivalent value once they are on board
 - Children's Drinks Package to Refresh Drinks Package
 - Non-Alcoholic Drinks Package to Alcohol Free Drinks Package
 - Ultimate Drinks Package to Deluxe Drinks Package

On board go live dates:

Iona	Ventura	Arvia	Arcadia	Britannia	Aurora	Azura
20th May (G315)	20th May (N313)	28th May (K311)	6th June (J306N)	9th June (B315N)	22nd June (R311)	6th July (A319)

What's included?

Drinks Package Product Inclusions

Save **10%** Pre-Cruise

£9.85 per day Pre-Cruise	£22.45 per day Pre-Cruise	£40.45 per day Pre-Cruise	£49.45 per day Pre-Cruise
£10.95 per day On Board	£24.95 per day On Board	£44.95 per day On Board	£54.95 per day On Board

P&O CRUISES

Drink Category	Refresh	Alcohol-Free	Classic	Deluxe	Examples of products included. A full list can be found on our drinks menus.
Regular and Large Soft Drinks On Tap	●	●	●	●	Pepsi, Pepsi Max, Lemonade
Glass of Juice & Squash	●	●	●	●	Small glass of Orange, Pineapple, Apple Juice
Water 330ml		●	●	●	Still or Sparkling Water
Mixers		●	●	●	Tonic Waters, Ginger Ale, Coca Cola
Bottled Juices & Soda		●	●	●	Frobishers, Coca Cola, Fentiman's
Sugar-Free Soda		●	●	●	7UP Sugar Free
Non-Alcoholic Drinks*		●	●	●	Heineken 0%, Tanqueray 0%, Torres 0% Wine
Selected Costa Coffee (Small) & teapigs		●	●	●	Cappuccino, Latte, Hot Chocolate
Full Range of Costa Coffee (Small & Medium) & teapigs				●	Frappés, Fruit Coolers
Non-Alcoholic Cocktails*		●	●	●	Raspberry & Almond Bakewell, Apple & Elderflower Mojito
Selected Cocktails			●	●	Piña Colada, Mai Tai, Cosmopolitan
Extended Range of Cocktails				●	Aperol Spritz, Sunset Cooler, Raspberry and Hazelnut Bruleé
Selected 25ml Spirits			●	●	Marabelle Gin, Golden Tide Rum, Smirnoff Vodka, Bell's Whisky
Extended Range of 50ml Spirits				●	Grey Goose, Salcombe Gin, The Tidal Rum, Johnnie Walker
Beers & Ciders			●	●	Birra Moretti, Heineken, John Smith's
Craft Beers				●	St Austell Brewery Tribute, Okell's IPA
Selected 175ml Wines			●	●	Pinot Grigio, Rioja, Malbec
Extended Range of 250ml Wines				●	Côtes de Provence Rosé, Sauvignon Blanc, Merlot
Selected Dessert & Fortified Wines			●	●	Graham's Port
Prosecco 125ml			●	●	Prosecco
Perfect Serves				●	Marabelle Gin, Golden Tide Rum
20% Discount on Products Excluded from Drinks Package			●	●	Bottles of Wine, Signature Cocktails (Selected Venues)

*Not available to guests under the age of 18 years.
Pre-Cruise prices displayed includes the 10% saving.

Wine packages. To order guest's will need to call 0345 355 5111 or speak to their bar steward to wine waiter.

- *Captain's Collection:* the choice of either six or 12 bottles of our finest wine to enjoy at any time during their holiday. Mix and match from our standard wine list to save 15% off on-board prices
- *Commodore's Collection:* Choose six or 12 bottles from the Reserve list to save 15% off on-board prices

Comms approach – launching 18 May:

Launch will be supported by the marketing team, who will create communications for guests, travel agents and on-board teams. Comms will be live from **Thu 18 May**.

Thu 18 May

- Targeted email communication to all guests who have already purchased a package on current terms (any cruise from new package go live date to 2025). This is a service-led message, sent regardless of their opt-in status. This will inform guest's that they will automatically be transferred to a package of equivalent value or higher, and offer reassurance that all is in hand, with a push to the website for more information.
- Update to P&O Cruises brand website landing page. This will include information on the new packages, clear instruction on when they will be live and answers to expected questions.
- My P&O Cruises live. At log-in guests will only be able to view and purchase packages available for their cruise, being a mixture of current and new. Clear messaging will be added to inform guests of the changeover and that options shown may be different from what they've previously seen.

Ongoing

Following the announcement other promotional comms will be in place, with dates flexing dependant on either the guest's embarkation date or marketing activity date.

Assets:

- A full toolkit will be available from Thu 18 May on Asset Bank
- This will include pre-approved copy, images, design aspects, prices and terms and conditions

Comms activation plan



Comms : all

Comms : bespoke

Comms : promotions

P&O Cruises contact centre and Travel Agents briefed
Internal comms via The Insider

Announcement – 18 May

On board

Brand website live

My P&O Cruises live

Olly Smith promotional video on YouTube

Cruise terminal promotions

Advertisement in Horizon

Advertisement on digital screens and in-cabin TV where applicable

On board promotion and sales desk (day 1 and 2)

Targeted email

Cabin letter

9 May
Comms toolkit
Approved copy, images and T&Cs

Date flex
Pre-cruise EM
Promotional panel sent at D-37 and D-119

28 May
Email
Panel in monthly roundup email to 400k+ guests

June
Agent training
5 minute 'Let's talk' training video

July
Blog
Blog article on brand website

October
Loyalty magazine
Editorial within Moments magazine

Questions and answers:

Question	Answer
New Drinks Packages	
<p>What are the changes to drinks packages? What is included in the new packages?</p>	<p>Following guest feedback, P&O Cruises have created a range of drinks packages that offer more choice and value for money. Guests can now choose from four different packages:</p> <p>Following guest feedback, P&O Cruises have created a range of drinks packages that offer more choice and value for money. Guests have an even bigger selection of drinks included, with two alcoholic packages to cover all tastes. Plus, the drinks included in the packages are no longer price-led, so each beverage included isn't just up to a certain price - this means guests have even more freedom of choice than before.</p> <p>Guests can now choose from four different packages:</p> <ul style="list-style-type: none"> • Refresh Drinks Package replaces the Children`s Drinks Package. This offers a selection of soft drinks that everyone can enjoy • Alcohol-Free Drinks Package is our improved Non-Alcoholic Drinks Package. With this package, guests get an enhanced range of soft drinks, non-alcoholic cocktails, non-alcoholic beers, non-alcoholic wines, and non-alcoholic spirits and selection of Costa Coffee, including hot chocolate. • Classic Drinks Package offers a wide range of soft drinks, hot drinks, beers, 175ml wines, 125ml Prosecco, a range of favourite cocktails and selected 25ml spirits including our exclusive Golden Tide Rum and Marabelle Gin • Deluxe Drinks Package offers everything from the Classic and even more! This includes 25ml and 50ml measures of most spirits, a wider selection of wines by the glass (including 250ml), a further selection of cocktails and all sizes of Costa Coffee <p>The new packages are tiered which means guests get everything in the package below, plus some additional extras.</p> <p>Bar menus have also been updated and now include colour-coded icons so guests can see which drinks are included in which package.</p> <p>Example menus can be found on the P&O Cruises website. pocruises.com/onboard-activities/bars-and-lounges</p>
<p>What is included in the new packages?</p>	<p>There are four incredible packages to choose from, which each have a great selection of drinks to suit all tastes. The bar menus have also been updated and now include colour-coded icons so guests can see which drinks are included in which package. Example menus and a product inclusion list can be found on the P&O Cruises website.</p>
<p>How can a guest purchase a new drinks package? Where will the packages be sold?</p>	<p>Once the updated drinks packages are live on each ship, they will be available via two ways:</p> <ul style="list-style-type: none"> • Guests can purchase the packages on My P&O Cruises immediately after booking their cruise and up to three days prior to departure, where they will receive 10% discount*

- Or guests can purchase the packages on board during the first two days of their holiday. However, please note this will be at full price, with no discounts for on-board purchases**

If a guest has booked via a travel agent, they can also talk to them about purchasing a package via My P&O Cruises.

*Go-live date varies by ship – please see relevant questions below.
 **Pre Cruise discounts can be authorised on board by Hotel General Manager for medical exemptions

When will the new packages be available to purchase?

The launch date will vary by ship. After 18 May 2023 new packages will be available to purchase on My P&O Cruises for all cruises departing on or after the launch date for that ship. Guests on cruises which depart prior to the launch dates can continue to purchase the old drinks packages on My P&O Cruises or once on board.

The dates shown in the table below are when guests will be able to purchase the updated packages on board during the first two days of their holiday. Any previous drinks packages purchases that have been made via My P&O Cruises will be automatically upgraded.

Cruise Code	Ship	Start Date
G315	Iona	20/05/2023
N313	Ventura	20/05/2023
K311	Arvia	28/05/2023
J306N	Arcadia	06/06/2023
B315N	Britannia	09/06/2023
R311	Aurora	22/06/2023
A319 / A	Azura	06/07/2023

Who is eligible to purchase a drinks package?

Packages are available to purchase before the holiday via My P&O Cruises by clicking ‘drinks’, ‘Discover more’, ‘Add to basket’.

Drinks packages are available on cruises of 5 nights or more and must be purchased for every day of the cruise.

Guests can buy packages on board at the areas advertised until midnight on night two of your cruise and you can use your package in all the restaurants, bars and cafes on board.

Each adult assigned to the same cabin must purchase the same drinks package. Sharing is not permitted.

Children can have the Refresh drinks package independently of their parents and can be purchased on board. There is no requirement for adults in the same cabin to also purchase a package.

When a Classic or Deluxe drinks package is purchased, a complimentary Refresh drink package will be offered for all the children travelling in the same cabin only (aged 17 and under).

Any loyalty discount will be applied when purchasing a drinks package, whether before their holiday on My P&O Cruises or when they step on board.

The reservation will only show in the ‘My Orders’ section for whoever has made the order, even if they’ve made a reservation for multiple people on the booking.

<p>Are there limits on the number of drinks included?</p>	<p>Guests are entitled to up to 15 alcoholic drinks per day, per package. After which, any drinks will be charged at full price with a 20% discount. All non-alcoholic drinks included in the package are unlimited.</p> <p>Only one drink may be ordered per package at any one time at a minimum of 15-minute intervals.</p>
<p>Will children still receive a complimentary package when an adult in the same cabin purchases a drinks package?</p>	<p>Yes, all guests aged 17 years old or under will receive a complimentary Refresh Drinks Package when a qualifying adult in the same cabin has purchased a Classic or Deluxe Drinks Package.</p>
<p>Can adults purchase the Refresh Drinks package?</p>	<p>Yes, the new Refresh Package that has an incredible selection of soft drinks can be purchased and enjoyed by everyone.</p>
<p>Do the previous Terms & Conditions still apply?</p>	<p>Yes, the previous terms and conditions will apply to all guests with a drinks package:</p> <ul style="list-style-type: none"> • Drinks Packages are available on cruises of 5 nights or more • Drinks Packages can only be purchased for the entire duration of the cruise • All adults in the same cabin must purchase the same drinks package. • A complimentary Refresh drinks package will be provided to all guests aged 17 or under if all adults travelling in the same cabin have purchased a Classic or Deluxe drinks package. • Guests are limited to 15 alcoholic beverages in any 24-hour period starting from 6am. After this, any drinks will be charged at full price with a 20% discount applied. All other non-alcoholic drinks included in the drinks package are unlimited. • Only one drink may be ordered per package at any one time at a minimum of 15-minute intervals • If purchasing a round of drinks, only one drink will qualify under their drinks package and rest will be charged, with a 20% discount applied • Only guests aged 18 years and older on the date of embarkation (or 21 in USA/UAE territorial waters) may purchase the Classic or Deluxe Package. • Guest aged 17 years and under may purchase the Alcohol-Free Package but will not be allowed to order non-alcoholic beers, wines, spirits, or Red Bull. <p>Please refer to the full terms and conditions for full details.</p>
<p>Why is the pre-cruise price different to the on-board price?</p>	<p>P&O Cruises are offering guests the opportunity to purchase drinks packages before they go on holiday via My P&O Cruises, at a 10% discount on the full retail price.</p>
<p>Will a guest be able to purchase a package for the entire duration of their cruise?</p>	<p>Yes, a guest must purchase the drinks package for the entire duration of their holiday. Packages can only be purchased on board during the first two days of their holiday.</p> <p>Any guests doing back-to-back cruises or multiple sectors of a cruise can purchase a package for the entire duration of their time on board. A new tamper-proof sticker (relevant to the cruise) will be placed on the guest's new cruise card at the end of every cruise or sector.</p>

Can guests purchase products outside of their package?	Yes, guests who have a Classic or Deluxe Package can purchase drinks outside of their package with a 20% discount on the full price of the product.
Are the wine packages still available to purchase?	Yes, Captain's and Commodore's Wine Packages are still available for guests to purchase via the CCO or on board. However, please note that due to pricing reviews that have taken place, there have been slight changes to the selections of wines available.
I have purchased a Classic Package; can I upgrade to a Deluxe package?	If a guest has purchased a Classic Drinks Package pre-cruise, they can cancel their package and receive a full refund up to 3 days prior to departure. They can then purchase the Deluxe Drinks Package. Alternatively, this can be cancelled on board and refunded back to the original payment card. The Deluxe Drinks Package would then be charged to the guest's on-board account.
Packages must be purchased by both adults in the cabin, but I am pregnant/don't drink/alcoholic/religious beliefs – do you offer exemptions?	At the discretion of the ship management team, guests who do not consume alcohol for medical or religious reasons may purchase the Alcohol-Free Package when others in the cabin buy an alcoholic drinks package. These guests are not able to pre-purchase a package via My P&O Cruises. Please advise the guest to bring any relevant evidence and for them to enquire on board. Please provide the guest your name and advise a 10% discount may be applied on board.
Can guests purchase a drinks package through the Contact Centre?	It is not possible to make a drinks package purchase on behalf of a guest; please recommend they ask friends/family to make a purchase on their behalf should they wish to take advantage of the pre-cruise discount.
What if a guest requests an old package which is no longer available?	P&O Cruises have listened to guest feedback and are introducing a refreshed drinks package offering. This simplified range of packages offers more choice and more value for money for guests. The updated drinks packages will be the only ones available to purchase. Guests will no longer be able to purchase our old drinks package offerings after the updated packages go live.
Existing Drinks Package Purchases	
What happens if a guest has purchased pre-cruise an Ultimate/Non-Alcoholic or Children's package prior to the new go live dates?	Guests who had previously purchased a drinks package via My P&O Cruises will automatically receive an improved new package at no extra cost. This will have been communicated to guests via an email, informing them of their new package entitlement as per below: Children`s Drinks Package – Refresh Drinks Package Non-Alcoholic Drinks Package – Alcohol Free Drinks Package Ultimate Drinks Package – Deluxe Drinks Package The original packages will continue to show under 'My Orders' in My P&O Cruises; this will be taken care of on board.
What do I need to do if a guest has been given a complimentary package	If a guest was given a complimentary Ultimate or Children's package as part of a campaign offer, they will be automatically upgraded to a new package as per below: Children`s Drinks Package – Refresh Drinks Package

	<p>Ultimate Drinks Package – Deluxe Drinks Package</p>
<p>What if a guest calls up to upgrade their old package to a new package?</p>	<p>Guests who had previously purchased a drinks package via My P&O Cruises will automatically receive an improved new package, at no extra cost. This will have been communicated to guests via an email, informing them of their new package entitlement as per below:</p> <p>Children`s Drinks Package – Refresh Drinks Package Non-Alcoholic Drinks Package – Alcohol Free Drinks Package Ultimate Drinks Package – Deluxe Drinks Package</p>
<p>What happens On Board?</p>	
<p>How will the guests know what is included in the package?</p>	<p>There`s a whole range of content that P&O Cruises have created to tell guests about our updated packages. All changes will be available to view before their holiday either on the P&O Cruises website or via My P&O Cruises. There will also be more information on board via leaflets and digital screens.</p> <p>When enquiring or purchasing a drinks package, terms and conditions will be available for guests that clearly outline the inclusions for each of the available packages.</p> <p>Additionally, when ordering a drink, guests will be able to refer to the symbols on the menu to identify which products are available within their drinks package. For example:</p> <div data-bbox="451 1072 1222 1263" style="background-color: #f0f0f0; padding: 10px; text-align: center;"> <p>DRINKS PACKAGE INCLUSIONS</p> <p> R Refresh Drinks Package. A Alcohol-Free Drinks Package. C Classic Drinks Package. D Deluxe Drinks Package. </p> </div>
<p>If a guest purchases a package via My P&O Cruises, will they have to visit a bar to receive their sticker?</p>	<p>If a guest has purchased a drinks package via My P&O Cruises, they will no longer need to visit a designated bar venue to receive a sticker on their cruise card and sign our terms and conditions. Instead, this will be processed, charged and the sticker applied to their cruise card before it is left outside their cabin. They will also receive a copy of the terms and conditions and the lit of included products. All guests will have seen a copy of the terms and conditions when making their purchase.</p> <p>When purchasing a package onboard, a guest will be given a copy of the package terms and conditions and will be required to sign a POS receipt to acknowledge as the transaction will be over £50.</p>