

Unpacking our all Aussie menu



Bonza flyover

Here's a bit about us...



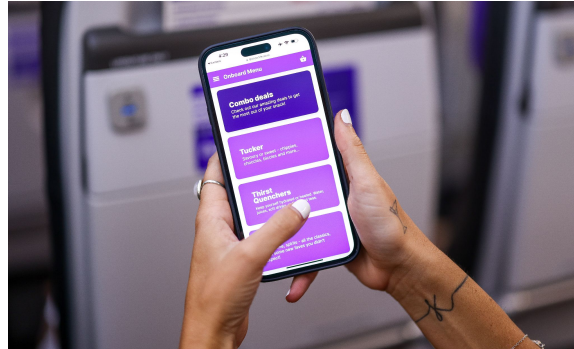
We like to do things differently

New markets



New budget airline Bonza aims to fill gap in Australia routes

App first approach



BONZA'S APP TOPS FREE DOWNLOAD RANKINGS

Fleet family



Australians lose it over nickname for Bonza's new plane

We like to do things differently

Sneakers & shorts



Bonza takes lead in aviation's gender-neutral push

Call a spade, a spade



'Can't fault ya': Support for Bonza floods in after airline cuts routes

Bonza budgies!



The next big thing: Giant Bonza Budgies announced for Whitsunday Coast

Arguably, the best thing

we've done differently is our...

All Aussie Menu!

(as judged by our customer's taste buds)

The story so far

True blue inflight Aussie tucker coming to Bonza

**BONZA DITCHES COCA-COLA
TO SERVE 'AUSSIE-ONLY' MENU**



Aussie airline Bonza champions local produce with its new inflight menu

REVIEW: BONZA'S FIRST-EVER FLIGHT SOARED WITH STYLE, COMFORT AND INNOVATION



**BONZA COMMITS TO AUSTRALIA
ONLY FOOD AND WINE ON BOARD**



**Bonza And dnata Team Up
For Local Aussie Tucker**



Craft beer, snags and chocolate freckles: Bonza unveils all-Australian inflight menu



Products take flight: the Bonza boon for Coast small businesses



The proof is in the pudding...

We've sold so many Snags-in-a-Bag that if laid end to end, would stretch over 25 of our brand new 737-8 aircraft...



Sweet teeth onboard have enjoyed enough Brazen Brownies that if laid on top of each other, would be taller than the tail of Shazza and Bazza combined...



The proof is in the pudding...



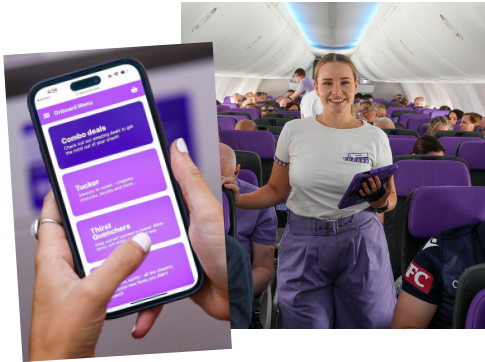
Bonza customers have devoured almost 350kg of our most popular product, Sunshine Coast's very own Silver Tongue Foods Lavosh Crackers. That's the equivalent weight of polar bear!..

4 different craft beers have kept thirsty customers satiated with over 3,000 litres sold. That's over 60 kegs!



Winning ingredients

Innovation



New Aussie airline Bonza's menu is like nothing you've eaten in the skies before

As they prepare for take-off, Australia's newest low-cost airline Bonza hopes to whet appetites for its 27 domestic routes by revealing its inflight menu. But one thing is notably absent.

Integration



Partnership



The menu is just the entree...

The opportunities are even richer!

The holiday starts onboard

As a leisure focussed airline, our locally sourced menu helps customers get into their holiday groove as soon as they get onboard.

Local flavours from our destinations are tangible proof of Bonza's ethos and mission to connect communities.



Food tourism is the top travel motivator & Queensland the 'go to' domestic destination

Aussie outlook on travel for 2023 uncovered: What destinations, experiences and ambitions will define the year ahead?



Storytelling opportunities

Paddock to Plane

Profiling the stories behind our all Aussie menu partners.



Bonza destinations

Stories relating to the food and agri-tourism experiences at the destinations we fly to

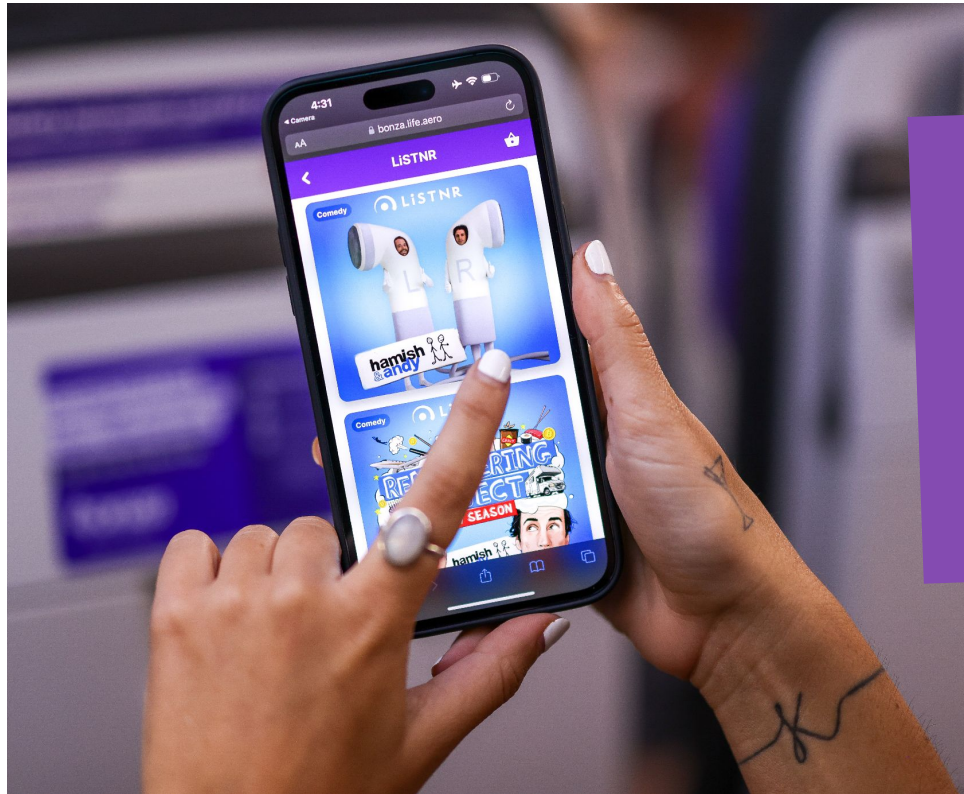


Menu evolution

Bonza customers input to the evolution of our menu.



Turning stories into sales



Our app and e-commerce strategy will lead to opportunities to convert interest into sales - including tourism experiences and products (send yourself a 6 pack!)

Thank you!

(is anyone else hungry?)