



AIR CANADA

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Aeroplan brings more moments to savour with new food & drink sponsorships

New partnerships with Dine Out Vancouver, Winterlicious/Summerlicious and MTLàTABLE

MONTREAL, Jan. 5, 2017 /CNW Telbec/ - [Aeroplan](#) is pleased to announce that it has partnered with some of Canada's favourite culinary celebrations including Tourism Vancouver's Dine Out™ Vancouver Festival, the City of Toronto's Winterlicious and Summerlicious programs and Tourisme Montréal's MTLàTABLE, in a move that will bring exciting dining opportunities for Aeroplan Members.

"Great food is an integral part of the travel experience. At Aeroplan, our goal is to bring our members' journeys to life. We're here to connect people with their friends and family, to help our members share in meaningful moments," said John Boynton, Chief Marketing Officer, Aeroplan. "Through these partnerships, we will help bring more people together with food and drink and inspire them on a journey with their taste buds."

Through some of these sponsorships and other food and drink initiatives throughout the year, Aeroplan Members will have exclusive opportunities including:

- Extraordinary experiences such as chef collaborations from around the world and unique dining experiences;
- Priority access to culinary events and reservations.

Stay tuned for opportunities for members to earn and redeem miles for adventures as they taste the world at home with friends and family.

Don't forget, members can use their Aeroplan-affiliated credit card at each of these events to earn miles towards their next travel plans.

Partnership information

Aeroplan is the Premier Partner of Dine Out™ Vancouver, Canada's largest annual food and drink festival (January 20 – February 5, 2017) and Presenting Partner of the Vancouver World Chef Exchange, Dine Out Vancouver's most anticipated culinary event, featuring a series of collaborative dinners starring award-winning chefs from global culinary hubs, including London, New York, San Francisco, Mexico City and Galway.

Aeroplan is the Official Premier Sponsor of Toronto's Winterlicious (January) and Summerlicious (July) presented by YP Dine. Now in their 15th year, Winterlicious and Summerlicious continue to be among the most prestigious and popular culinary events in Toronto. More than 200 of Toronto's top restaurants participate per program, offering exclusive prix fixe menus. Winterlicious includes one-of-a-kind culinary events, featuring some of Toronto's best cuisine and notable chefs.

As Presenting Partner of Montréal's restaurant week MTLàTABLE (November), Aeroplan will continue the cross-country culinary adventures through member access opportunities and unique Aeroplan-member experiences. MTLàTABLE provides an opportunity to explore the flavours of Montréal's dynamic food scene, to discover new places to eat and to take advantage of table d'hôte menus in more than 150 restaurants and to participate in special events.

Aeroplan will invite members to the table in 2017 – stay tuned for more details.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Aimia Inc., a data-driven marketing and loyalty analytics company.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2016, approximately 2.5 million rewards were issued to members including 1.9 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,300 destinations worldwide. In addition to flights, members also have access to over 1,000 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.aimia.com.

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For further information: Christa Poole, Aeroplan, 416-352-3745, christa.poole@aimia.com

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