

Ice cream launches new Edinburgh-Naples route



THE LAUNCH OF EASYJET'S NAPLES ROUTE INSPIRES WHISKY AND IRN-BRU FLAVOURED ICE CREAM

An Edinburgh-based ice cream parlour has created a whisky and IRN-BRU flavoured ice cream to mark the launch of easyJet's new route from Edinburgh to Naples.

S.Luca, which has parlours in Morningside and Musselburgh, unveiled the Italian Scottish inspired fusion as the first flight on the new route took off from Edinburgh Airport today. Clark Whitehead, S.Luca communications officer, said:- "Edinburgh has a strong Italian community and influence, and it has been very exciting for us to develop a new flavour that represents all that is best of Scotland and Italy. Creating a new flavour is always a challenge, but is one our team has relished and we believe the ice cream's strong and vibrant flavour will prove to be a huge hit with our customers throughout the summer season."

easyJet, Scotland's largest airline, will now operate two flights a week from Edinburgh to Naples from April 18 to the end of October. Fares start from £72.99 (one way including taxes).

Naples is expected to become a popular sun and city destination for leisure travellers and will provide a further link for Scotland's large Italian community. easyJet will also fly the first passengers on its new route from Edinburgh to Dalaman, Turkey, this week. The new summer route was introduced following the collapse of Holidays4u last year.

easyJet will now operate two flights a week from Edinburgh to Dalaman to the end of October. Fares start from £88.99 (one

way including taxes).

These new routes bring the total number of easyJet flights operating out of Edinburgh to 24. Further new routes launched in the past 12 months include Edinburgh to Athens, Tenerife, Grenoble, Basel and Paphos.

Hugh Aitken, easyJet's commercial manager for Scotland, said: "I am delighted to announce that easyJet will be now be flying new routes to Naples and Dalaman this spring, reaffirming our commitment to the city of Edinburgh. As other operators are axing destinations from the capital's airport we are expanding our presence with new routes throughout the year. Naples is another Scottish first for easyJet and our early sales figures show that it is already proving to be a popular inbound and outbound destination. We are also pleased to be delivering much needed capacity on the popular Edinburgh to Dalaman route, as we continue our objective of increasing choice and making air travel easy and affordable for our customers."

Jim O'Sullivan, managing director, Edinburgh Airport, said: "We're delighted to see the launch of this route to Naples. Edinburgh Airport shares easyjet's commitment to offering passengers the best experience, coupled with the most diverse number of routes we can. easyjet's recent expansion at Edinburgh does just that and we look forward to working with them to deliver further for the people of Scotland."

