

Joint Press Release – Luxembourg, 27 March 2025

Luxair and Cactus Celebrate Luxembourgish Traditions, Kicking Off with Bretzelsonndeg!

Luxair and Cactus, two prominent players in Luxembourg, are teaming up to celebrate local traditions through a unique partnership. Throughout the year, this collaboration will offer a series of original initiatives, inviting Cactus customers, Luxair passengers, and anyone in Luxembourg to (re)discover the flavours and customs that make the Grand Duchy so special.

To kick off this partnership, Luxair and Cactus will celebrate the Bretzelsonndeg, a well-known Luxembourgish tradition where suitors offer a sweet pretzel as a sign of affection. Passengers on Luxair flights and customers at Cactus supermarkets will have the opportunity to take part in this tasty tradition, both in-flight and on the ground.

As part of their collaboration, Cactus and Luxair are offering passengers a delicious, sweet treat. For three days, from 28 to 30 March 2025, Cactus will provide tasty organic sweet pretzels, which will be distributed on Luxair flights operating in the afternoon, on all journeys of less than 1.5 hours to and from Luxembourg. These treats, replacing the usual snack in Economy and Business classes, will be accompanied by a limited-edition keyring specially designed for the occasion. The pretzels will be available on flights to the following destinations: London, Hamburg, Prague, Montpellier, Nice, Venice, Milano Malpensa, Munich, and Bologna. To further enhance the experience, passengers in the Luxair Lounge will also have the chance to enjoy these traditional pretzels throughout the afternoon.

But the fun doesn't stop there! Fans of sweet treats will also receive an exclusive keyring when purchasing a bakery product on 30 March, Bretzelsonndeg day, at select Cactus supermarkets across the country: La Belle Étoile, Bereldange, Remich, Lallange, and Limpertsberg. A great way to keep the tradition alive.

With this collaboration, Luxair and Cactus reaffirm their commitment to preserving Luxembourg's rich traditions and sharing them with both residents and travellers - on the ground and in the air.



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