
LATAM launches new Economy dining developed with gategroup

By **Rachel Debling** on November, 11 2017 | Catering



[LATAM Airlines](#) introduced its latest onboard dining concept to great fanfare at a media event November 7 in Santiago, Chile.

This new series of meals delivers a greater volume of food and more meal options to long-haul (greater than seven hours) Economy Class international passengers and utilizes [gategroup's](#) "Absolutely ONE" one-dish gourmet meal bowl. It will be rolled out across the airline's international network by the end of the year and comes at no additional cost to passengers.

Passengers can select from a menu of three lunch or dinner options - one vegetarian dish, one warm meat selection and one cold, lighter meal - which find inspiration from international and Latin American ingredients and flavors. Each meal is served with a drink and locally sourced sweet snack; two breakfast choices are also available for flights that span the early morning hours.

The concept is the result of a 16-month collaboration between LATAM and gategroup, during which they polled both cabin crew and passengers and conducted 14 in-flight trials to ensure that the program provided a heightened customer experience while being sensitive to the needs of airline staff. The result was 300 new dishes that will be served to approximately 14,000 passengers on 64 flights each day.

"At LATAM, we are committed to offering our passengers an unrivaled travel experience and they tell us that onboard dining is one of the most important differentiators," said Claudia Sender, Senior Vice-

President Clients, LATAM Airlines Group. “That’s why we embarked on journey to develop a unique culinary experience that offers unparalleled quality, comfort and variety.”

A video presentation of the new concept can be found [here](#).

Anne De Hauw, gategroup’s Vice President Customer Experience, explained: “We truly believe this innovative new dining concept is going to transform the way that passengers experience in-flight catering. Being able to collaborate with LATAM, putting the passenger at the center of the development process, has been an incredible experience.”

The new dining experience will be offered in the Economy cabin of long-haul 787, 767, 777 and A350 aircraft flights. It is already being offered to passengers on flights to and from Chile with destinations of the United States, Oceania and Europe.