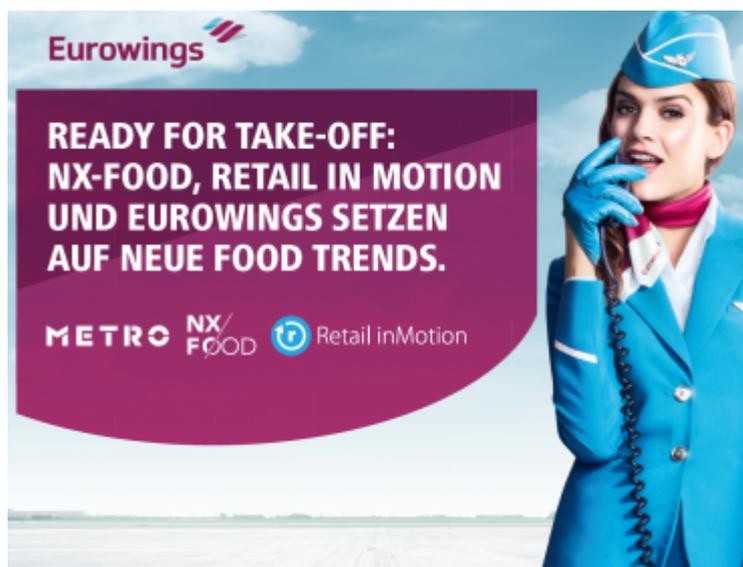


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# Eurowings tests onboard product and food choices with Retail inMotion, NX-FOOD

By **Rachel Debling** on April, 20 2018 | Partnerships, Collaborations & Acquisitions



[Retail inMotion](#), [Eurowings](#) and METRO's [NX-FOOD](#) (Next Generation Food) have partnered for a program that will test new products and food solutions on Eurowings passengers, according to an April 20 press release.

Beginning August 2018, NX-FOOD will submit applications from all airline-appropriate food and beverages to a jury comprised of Eurowings, NX-FOOD and Retail inMotion representatives. The jurors will gauge these products' potential to fly on board; those selected will be subject to a three-month validation period. Following the pilot phase and with the help of sales data and customer feedback, permanent menu items will be selected.

“Our goal is always to support our clients by offering them the trendiest and most innovative items we can for their onboard retail programs,” commented José Lirio Silva, Head of Onboard Retail Europe for Retail inMotion, in a statement. “Entering into this partnership with NX-FOOD is a great way for us to identify up-and-coming food products and trends and offer them directly to Eurowings’ passengers.”

Katrin Rieger, Vice President of Customer Experience and Product at Eurowings, also noted: “Supporting these pioneering start-ups is certainly in line with our Eurowings brand values. We are thrilled to be taking this step with Retail inMotion and NX-FOOD and expect that the products that are entered will be great additions to our Wings Bistro.”

Clément Tischer, Program Manager at NX-FOOD, said: “With the NX-FOOD program, we are not only showing which new products and innovations are available in the food sector, but at the same time also supporting start-ups by validating their ideas at different target groups. With Eurowings and Retail inMotion, we have gained strong partners that add a huge value to our start-ups.”