
WTCE to highlight the latest in onboard beverages

By **Rachel Debling** on January, 4 2019 | Events



Whether you call it "soda" or "pop," sweetened and flavored beverages are having their time in the sun, says the WTCE

A surge in customer demand for more and healthier beverage options are driving airlines, rail companies and cruise lines to expand their onboard drink selection, according to organizers of the [World Travel Catering & Onboard Services Expo](#).

Forty percent of VIP visitors attending the event, running from April 2 to 4 in Hamburg, are on the lookout for new beverages to serve their guests, and the increased interest has prompted show officials to feature a new [Beverages Pavilion](#) at this year's event.

Many companies participating in the new drink-focused section will be showcasing bottled waters and soft drink alternatives, including:

- [MeMento srl](#): Distilled Mediterranean-scented aromatic waters
- [Radnor Hills](#): Spring waters and soft drinks
- [Fentimans](#): Natural botanical drinks
- [Folkington's](#): Natural citrus and floral mixers
- [Bless International Group Limited](#): Cold-pressed juices, such as its R54 Eye Protector Juice

Alcohol – still an onboard essential, according to the WTCE – will also be featured at more than 20 stands in the pavilion. Some of the brands showcasing their wares include:

- [Thistly Cross Cider](#)
- [Chateau d'Esclans Whispering Angel](#)
- [FBS International](#)

"WTCE presents a premier opportunity for beverage brands looking to break into the travel catering industry and buyers to source new products," said Archana Sharma, Exhibition Director of WTCE, in a statement. "Its co-location with Passenger Technology Solutions, Aircraft Interiors Expo and Passenger Experience Conference completes the line-up for the annual, not-to-be-missed Passenger Experience Week which enables airline, rail and cruise professionals to enhance their passengers' onboard experience."

To register for the event or to book a booth, visit [WTCE's website](#).