

FlyFit flying with KLM



Marcel Wanders designed the Breakfast Box for KLM

FlyFit has announced that it is part of the [KLM Royal Dutch Airlines'](#) Business Class service for all Europe flights. Made possible in partnership with Dutch designer [Marcel Wanders](#), the ambient Breakfast Box includes FlyFit's full yoghurt range, plus other breakfast items.

The Breakfast Box suits the post-COVID cabin since the meal comes individually packaged and the ambient feature creates less waste. The concept, designed by Marcel Wanders transforms and supports KLM's Business Class service through the pandemic.

FlyFit serves more than 35 airlines and aims to improve traveler well-being with healthy products that suit airline requirements. Known for its science-based supplements and vitamins focused on improving the immune system, hydration and healthy blood circulation, FlyFit is currently offered in [Emirates'](#) First Class, [American Airlines'](#) Business Class, [Transavia](#), [United Airlines](#) and more.

In October 2019 the company expanded its product offering to include science-based supplements for sports, work and immunity protection.