

# Air Dolomiti launches new onboard retail program

[Newrest](#) has signed a contract with [Air Dolomiti](#) to manage its onboard retail program, named the SpaziItaliaBar.

Air Dolomiti, the Italian airline of the [Lufthansa Group](#), has relaunched its in-flight service with a menu that features fresh dishes and a wide range of hot and cold drinks, with an emphasis on the Italian culture of taste, sustainability, and nutritional profiles.

The retail program was designed based on ideas and recommendations from Newrest. The technological architecture to sustain the program is composed of multiple components. Crews are equipped with Newrest's connected crew application and a payment terminal accepting offline payments. Transactions and stock movements are reconciled through Newrest in house ERP that communicates with the airline operating system.

"SpaziItaliaBar will allow Air Dolomiti to offer a better and individual on-board product, while reducing impact on the environment." said Dario Bruni, Vice President Business Development, Product, ICT & Managing Director, Air Dolomiti Deutschland GmbH, in today's announcement.

Newrest monitors the performance of the program using its internal business intelligence system and provides insights and recommendations to Air Dolomiti to manage the retail program with ideas in terms of spend and passenger satisfaction.

"Passenger experience is today's market focus. Even on a short or medium-haul flight, we want you to have top-quality products satisfying your food preference," said Benoit Vignon, Vice President Retail Onboard at Newrest.