
Air Malta introduces new Economy meal service

By **Rachel Debling** on July, 10 2018 | Catering



Air Malta guests being presented with the latest Economy Class onboard offerings

Beginning July 12, [Air Malta](#) will introduce a new inflight catering service in their Economy cabin, featuring over 70 food and drink items available for purchase on board by credit card or with cash.

Fresh food items and hot meals prepared by "one of Malta's most respected chefs," Chef Neil Darmanin, will also be offered to passengers on longer routes, according to a July 10 press release from the airline.

Local snacks and beverages such as [Cisk](#) beer, Bajtra liqueur, cheese-flavored [Twistees](#) and [Kinnie](#), Malta's "favorite" soft drink, will be on the menu, as will hot and cold meals including a ham and cheddar brioche, a falafel and hummus wrap, and a tapas tray.

Paul Sies, Air Malta's Chief Commercial Officer, said in a statement: "By listening to passenger feedback across various channels, it became evident that our guests prefer a choice of good quality snacks. In line with how the airline business has developed, our guests want better quality and a wider selection. The buy on board concept is the second phase of the new Air Malta product initiated with the introduction of Go-Light last year. We retained the snack in the interim period while we developed the new service."

"The buy on board concept is now standard for nearly all European airlines and has changed the way airlines serve inflight catering especially on short-haul flights," added Dr Charles Mangio, Chairman of Air Malta. "We have engaged the services of local and foreign experts in this project. After extensive research and consumer testing we believe we have found the right selection which we are launching today. We are confident that through this new choice we will cater for everyone's tastes and hope to bring our on-board service to a higher level. The menu will change seasonally based on our passenger's feedback."

Dr Konrad Mizzi, Minister for Tourism, also commented on the announcement: "Today's launch is another step forward for Air Malta and a welcome improvement in inflight service. This development is part of a series of upgrades that the airline is currently working on that will also include an upgraded Business Class product being developed as we speak. This upgrade will include a new first-class inflight menu that will remain complimentary for business class passengers. This initiative is part of a holistic project aimed at putting the airline back on its feet and forms part of the Government of Malta's growth strategy for the airline."

For more information on Air Malta's launch, check out the video below.