
Bateel sweets fly on Etihad

By **Rick Lundstrom** on April, 30 2019 | Catering



Bateel products joined Etihad's inflight retail offering April 15

[Retail inMotion](#) announced yesterday it has entered into a partnership with [Bateel International](#) to develop a range of sweet, specialty onboard snacks. The gourmet selection of products has been featured as a part of [Etihad Airway's](#) inflight retail offering since April 15, 2019.

Bateel's artisan chefs developed the product range by drawing on local flavors and favorites. The selection includes items such as half-moon biscuits, plain and filled dates, pies and tartlets, and a local twist on the international best-selling muffin.

"We are enormously excited to announce our partnership with Bateel International, one of the most prestigious retailers in the UAE," commented Andrea Fiore, Head of Global Sales at Retail inMotion, in yesterday's announcement. "The range has been developed after months of research and development in order to offer best-in-class retail products to Etihad's valued guests."

Jamal Al Awadhi, Vice President Product and Guest Experience, Etihad Airways, said: "Etihad is now firmly established as one of the most recognizable and celebrated airline brands, with a reputation for exceptional service and innovation, continuously setting new global benchmarks for the in-flight experience. By working with Bateel, we will provide our guests with wider choice allowing them to truly customize their journey with us."

Established in 1936, Bateel cultivates gourmet dates, grown on organic date farms on the Arabian Peninsula. The brand has become well known across the Middle East and North Africa, with an expanding presence in locations around the world, including India and the United States.

“It is with a huge sense of pride that we have become retail partners of Etihad Airways, the national carrier of the UAE,” added Bilal El-Kurjie Global Director for Business Development at Bateel International. “Our vision is completely aligned with the airline’s - to bring the best of the UAE to the world. We are committed to developing the partnership, with new recipes and gourmet products for their local and international guests across the world.”

Retail inMotion was awarded the retail contract for Etihad in April 2018 and their new Boutique program was launched in November 2018. The launch of the expanded retail program will be followed by the introduction of pre-order and home delivery services in 2019/20.