Brussels Airlines adds Belgian ice cream brand onboard long-haul service



Ralph & Roxy's ice cream is served onboard Brussels Airlines long-haul flights

Brussels Airlines is expanding its onboard catering offering by introducing Ralph & Roxy's ice cream across all cabins on long-haul flights, turning a small-scale Belgian startup into a global inflight brand.

The partnership will see the airline serve approximately 420,000 jars of ice cream annually, marking a significant milestone for Founder Philippe Bogaert, who began making ice cream as a hobby in a garage in Nodebais, Walloon Brabant.

Ralph & Roxy's originated as a passion project, with Bogaert producing small batches using carefully refined recipes. When he first approached Brussels Airlines, the brand was still in its early stages and had not yet been formally named. The collaboration helped transform the concept into a professionally developed product now reaching millions of passengers worldwide.

For Brussels Airlines, the move aligns with a broader strategy to showcase Belgian identity through onboard products and partnerships.

"As a Belgian airline, we consider it our role to give local entrepreneurs an international stage," says Philip Mortier, Inflight Product Manager at Brussels Airlines. "The partnership with Ralph & Roxy's shows how a small, authentic Belgian story can fly with millions of passengers and become visible worldwide."

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The airline has increasingly focused on highlighting local talent across its passenger experience. Recent initiatives include collaborations with Antwerp Fashion Academy student Gabrielle Szwarcenberg on new uniforms.



Brussels Airlines expands its onboard offerings with locally sourced products

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