

En Route grows Asia portfolio for smarter airline operations



Group shot of Asia handhelds

As global airlines look for efficiency and consistency across networks, [En Route International](#) is expanding its product development and manufacturing capabilities in Asia to meet the demand. The strategy is driven by a clear goal: to infuse authenticity with locally developed products, streamline the supply chain for caterers and airlines and deliver reliable passenger solutions across Asia routes.

David Helm, Director Asia Pacific for En Route, is leading the expansion. He tells *PAX International* the region is primed for growth.

“We deliver strong services for airlines globally, and now we see a major opportunity to expand that capability in Asia,” Helm says. “A lot of food is produced here, so making products in-region rather than shipping them around the world makes sense. It gives airlines consistency and simplifies their operations.”

Building Asia for Asia—and the world

En Route already services flights into Asia, but the next phase is enabling carriers to use the same products on outbound flights. This creates a consistent passenger experience across networks, mirroring the reliability En Route achieves for airlines flying in Europe, for example.

Central to the expansion is a hot handhelds range available now. The lineup includes chicken-based

protein options, western-style snacks, Italian and Indian selections, and global fusion concepts, many designed for second-service inflight.

“Hot handhelds are cost-effective, operationally simple and globally popular,” Helm says.

Developing and producing the products in Asia also allows En Route to lean into regional authenticity. The expanded portfolio will feature Asian bakery items and vegetarian meals, celebrating the diversity of regional cuisine.



The Asia dessert range

Innovations for operational efficiency

A highlight of the Asia bakery range is En Route’s infused bread rolls, designed to eliminate the challenge of serving cold, hard butter at altitude.

“We all know the feeling—you get the roll and the butter will not spread,” he says. “These rolls eliminate that let-down for passengers.”

The soft-baked rolls are available in three flavors: shio pan butter and parsley, shio pan garlic butter or a garlic butter injection. The rolls come in an ovenable bag and are served warm, reducing preparation time for caterers and simplifying service for cabin crew. Some customers already serve the rolls in Premium Economy, and Helm says they are equally well-suited for Business and First Class.



The injected bread rolls reduce preparation time for caterers and simplify service for cabin crew

A comprehensive product portfolio

En Route's expanding Asia-based portfolio covers handhelds, bakery, desserts, vegetarian meals and international entrées.

The handheld range includes:

- Naanwich in curry chicken or jalfrezi vegetable
- Chicken tikka roti paratha wrap
- Stromboli in creamy chicken or leek, mushroom and cheese
- Pizza topped with tandoori chicken or roasted vegetables
- Long bao, round bao and shaobing buns with chicken or vegetable fillings
- Curry puffs in spinach and sausage, smoky chicken BBQ or vegetable ratatouille
- Global fusion wraps, including chicken tortilla and tofu jalfrezi



The curry chicken naanwich

The dessert lineup is equally robust, featuring Apple & Cranberry Crumble, Sticky Toffee Pudding, Chocolate & Cookie Dough Cheesecake, Bannoffee Torte, Nam Hom Coconut Pudding and traditional Thai puddings such as Chunky Coconut, Thai Tea and Coconut Pandan. Designed and delivered frozen for easy preparation, the desserts cater to both regional and international markets.

En Route also offers Asian Vegetarian meals meeting AVML requirements and a broad entrée selection that includes Chicken Pad Thai, Hokkien Noodle and Chicken Stroganoff.



The round bao buns

A strategy rooted in passenger experience

As a specialist in passenger solutions, sourcing and supply chain services, Helm says the Asia expansion reflects the company's core mission.

"Food is central to an airline's reputation," he says. "By developing products in multiple regions and moving them through our global logistics network, we deliver consistency and efficiency along with the right flavors for every market."

With its growing focus on Asia, En Route is giving airlines new opportunities to elevate the passenger experience while reducing operational complexity across short-, medium- and long-haul networks.



The chicken tikka roti handheld