

En Route scales regional ranges with global strategy

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The En Route International team at WTCE 2026

[En Route International](#) is clear on the next phase of its growth: regional product development, backed by increasingly sophisticated global capabilities and data-led insights.

In an interview with *PAX International*, En Route Managing Director Nick Wiley shared how the strategy is not just about adding new menu items—it is about reshaping how airlines approach onboard food and beverage.

“We have increased development of our global capability, as evidenced through the launch of our regional ranges,” Wiley says.

The move reflects a broader shift in passenger expectations, as highlighted in En Route’s recently launched *The Power of Possibility* report, unveiled at WTCE. Drawing on primary and secondary research, the report underscores how inflight dining is evolving toward flexibility, familiarity and experience-driven consumption.

“Building on our insights capability over the last year, we are now seeing more customers leverage our research to drive decisions, be that primary or secondary research.” Wiley points to En Route’s

Power of Possibility report as a prime example.



En Route's reimagined Club sandwich reflects growing demand for elevated classics and familiar onboard favorites

From insight to onboard execution

Developed by En Route's in-house Research and Insights team, the report findings are directly informing product development. Wiley says En Route's continuous testing and data gathering now shape decisions in real time.

"Our continuous market testing and insights gathering is feeding our operational activity on a daily basis," he explains.

One of the report's key findings is the rise of flexible eating patterns inflight—mirroring how passengers consume food on the ground.

"Snack-led occasions, mini desserts and modular meal components are replacing rigid, single-tray dining formats," Wiley says. "For airlines, the commercial drivers indicate that menus must deliver comfort, authenticity and choice."

This shift is evident in the products En Route introduced at WTCE, each designed to align with specific passenger trends while simplifying onboard service.

The classic Club sandwich—reimagined for the airline environment—demonstrates the growing importance of "elevated classics," with research showing that recognizable, well-executed items often outperform more complex dishes onboard.

Dessert innovation also plays a role. The ice cream sundae paired with a warm cookie translates the “mini indulgence” trend into a multisensory experience, combining temperature and texture contrasts to create a memorable inflight moment.

Meanwhile, En Route’s regionally adaptable handhelds—including formats such as bao buns—support personalization and modular dining. Designed for flexibility across cabins and routes, these items allow airlines to tailor offerings while maintaining consistency through En Route’s global supply chain.



Regionally adaptable handhelds are designed to support personalized, modular dining while allowing airlines to tailor onboard offerings across cabins and routes through En Route’s global supply chain

Accelerating innovation through structure

Behind the product launches is a structured but curious approach to innovation. Wiley says En Route has intensified its focus on category management to ensure each development aligns with both passenger demand and operational feasibility.

“We have accelerated our product innovation by driving category focused activities and developing robust category plans underpinned by research and insight,” he says.

At the same time, the company is evolving beyond its traditional role to offer more than just passenger solutions. En Route’s operating model is taking a more segmented approach that allows it to deliberately offer supply chain services and sourcing solutions—the major pillars of its refreshed brand identity that the company unveiled at WTCE two years ago.

With offices in the U.K., U.S., UAE and Australia, En Route is positioning itself as a fully integrated partner for airlines and caterers worldwide.

“We are a global specialist in passenger solutions, supply chain services and sourcing for airlines and airline caterers,” Wiley says. “We offer complete end-to-end design, development and delivery of complimentary and retail onboard food and service solutions.”

As airlines continue to balance cost pressures with rising passenger expectations, Wiley says he sees En Route’s dual focus on regional authenticity and global consistency as a defining advantage.