

En Route to Long Beach

This is a special feature from *PAX International's* October 2024 IFSA Global EXPO issue.



Marcus Nilsson, Commercial Director at En Route International

[En Route International](#) has seen tremendous change and growth in the last year, including stable performance and a refreshed company identity unveiled at WTCE. This month, *PAX International* spoke with Marcus Nilsson, Commercial Director at En Route, about what attendees can expect from the company in Long Beach—plus his insights on his first year working with En Route.

***PAX International:* You joined En Route as Commercial Director in May 2023, just about a year and a half ago. How has it been so far?**

Marcus Nilsson: I am very fortunate to have joined what has been an incredibly exciting chapter in both En Route and the sector's journeys. We have really seen some fantastic growth over the last year paving the way for a lot more innovation and development for companies like ours.

We have had an incredible year. The growth has come from expanding our existing customer base with new product innovation, our supply chain capabilities and working with new customers who seek to benefit from our unique service partner approach.

Of course, there are challenges in the sector such as issues around supply chain disruption brought about by geo-political instability, cost of living crisis etc., but if there is any sector that is adept at adapting and evolving quickly, it is ours.



A cheese platter by En Route International

PAX International: Why it is important for En Route International to be present at IFSA Global EXPO?

Nilsson: We have substantial operations in the region and have some exciting plans in place for further growth. Not only are we growing our U.S. base and passenger solutions offering but we have some significant product development and innovation that we would like to share with the U.S. market.

We are also providing a great, strong portfolio of frozen entrees to the U.S. market including handhelds, sandwiches and bakery configurations.

As well, we are currently in discussions with a number of U.S. flagship carriers to support challenges around network consistency. Our global network means we are well-placed to alleviate such pressures with carriers anywhere in the world.

We are very keen to see our existing clients and customers in Long Beach. Events like this are always a great opportunity to have some face-time with our partners around the globe.



A selection of bread from En Route International

PAX International: This is the first time you are bringing the new En Route brand to IFSA. Can you tell us a little bit about what has changed?

Nilsson: We have really evolved over the years and offer more than just passenger solutions. Our business operating model is taking a more segmented approach and we are now deliberately offering supply chain services and sourcing solutions.

En Route is truly a global specialist in passenger solutions, supply chain services and sourcing for airlines and airline caterers. We feel our new brand reflects the evolution of our company over the last 20 years. We are very excited to bring our new brand to IFSA for the first time.

PAX International: What services does En Route International provide in the region?

Nilsson: We are well established in the region and can offer all of our passenger solutions, supply chain services and sourcing solutions throughout North America and Canada. This also includes warehouse storage, co-packing, pro-packing and distribution.