

En Route unveils regional product ranges, insight report at WTCE



En Route will showcase a range of specialty breads from across the globe

[En Route](#) International is highlighting its global capabilities at this year's World Travel Catering & Onboard Services Expo ([WTCE](#)) with the launch of new regionally adaptable product ranges and a proprietary report examining shifting passenger preferences worldwide.

The new offerings include globally inspired breads, such as a butter-filled ciabatta and sweet and savoury brioche variations tailored to regional tastes. En Route has also introduced "The Club," a premium sandwich concept developed specifically for WTCE, designed for consistent replication across multiple markets, alongside an Ice Cream Sundae with warm cookie concept that combines indulgence with adaptability.

Each product has been shaped by insights from the company's latest research, enabling airlines to balance localized passenger expectations with operational consistency and supply chain resilience.

The launches fall under En Route's 2026 theme, *The Power of Possibility*, which emphasizes the company's ability to adapt solutions across regions, service models and passenger needs without

increasing complexity for airline partners.

Developed by En Route's in-house Research and Insights team, the new report identifies a significant shift in passenger expectations heading into 2026 and 2027. Authenticity has emerged as a key driver, with more than half of U.S. consumers citing it as a deciding factor when trying new foods, while 80 percent of global consumers say they are willing to pay more for locally sourced or locally made products.

The findings also point to the growing popularity of flexible eating habits. Snack-led dining, mini desserts and modular meal components are increasingly replacing traditional tray-based service, reflecting broader consumer behavior on the ground.

For airlines, these trends signal the need to deliver menus that combine comfort, authenticity and choice, while remaining commercially viable.

"Our research clearly shows that passenger expectations are evolving at pace," said Tom Lay. "Authenticity, balanced wellness and flexible eating formats are no longer emerging trends, they are established expectations across global markets."

Lay added that En Route's approach focuses on translating data into scalable, practical solutions for airline partners.

"It's about turning intelligence into practical innovation that works at scale," he said. "Our role is to connect passenger experience and desires to supply certainty and sourcing excellence, globally."

With the combined launch of new concepts and research, En Route is reinforcing its strategy of delivering locally relevant onboard experiences supported by global sourcing expertise, positioning itself as a partner for airlines navigating increasingly complex passenger expectations.