

gategroup elevates Lufthansa long-haul dining with FOX collaboration



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[gategroup](#) has announced it is working closely with [Lufthansa](#) on the airline's Future Onboard Experience (FOX) initiative, a major program designed to redefine the long-haul travel experience across all cabin classes from this year.

2026 marks a significant milestone for Lufthansa as the airline celebrates 100 years since its founding.

"As a premium carrier with such heritage, Lufthansa aims to lead by delivering an onboard experience that is unmistakably Lufthansa, while continuing to help define the future of air travel. FOX is a clear expression of that ambition, combining innovation, individuality and premium service to create a more distinctive and emotionally resonant journey for passengers," gategroup said in a January 26 press release.

FOX represents a significant investment in passenger experience, focusing on greater personalization, enhanced comfort and a refreshed approach to onboard service across the entire cabin portfolio.

gategroup has been collaborating closely with Lufthansa's culinary, product and inflight service teams to support the enhancement of the airline's long-haul dining proposition, with particular focus on

Business and First Class. Over the past year, dedicated culinary development workshops, tasting sessions and operational planning meetings have helped shape an elevated dining concept that aligns with Lufthansa's broader FOX vision.

As part of the new First Class dining concept, Lufthansa and gategroup are introducing a refined culinary approach defined by minimalist yet intense flavour profiles. Dishes are crafted around a small number of carefully selected core components, designed to highlight the purity and depth of each ingredient. The cuisine draws on classic fine dining techniques while incorporating subtle global influences, delivered through elegant, restrained presentation that surprises through balance rather than complexity.

Passengers will be served a curated sequence of smaller courses, including a trilogy of amuse-bouche, starter and dessert. For the main course, travelers can choose between a signature dish or a selection of smaller portions, a concept designed to feel both premium and surprising, while offering greater flexibility and refinement.

For each new Lufthansa First Class menu cycle, Max Herzog, Executive Chef at Studio 508, worked through a series of joint culinary development workshops to develop dishes created specifically for Lufthansa. These concepts are refined through tastings and collaborative development before being presented to a dedicated jury, which ultimately selects the dishes to be served on board, ensuring that every menu reflects Lufthansa's premium ambition, culinary craftsmanship and FOX philosophy.

gategroup calls the new Business Class dining experience a highlight of FOX. Building on the success of the Lafer menus on short- and medium-haul routes, Lufthansa and gategroup are now bringing this concept to long-haul service in collaboration with chef Johann Lafer. With FOX, Business Class passengers decide what they want to eat — and when. The introduction of "Sky Selection" allows the second meal to be fully customizable, offering a wide range of sweet and savory options, bowls, cakes, snack plates and regional favorites. Before going to sleep, travelers can also pre-select their preferred breakfast, from smoothies and egg dishes to freshly baked bread rolls.

Premium Economy and Economy Class also benefit from meaningful upgrades as part of FOX. Premium Economy moves closer to Business Class with enhanced appetizers, a choice of three main courses, new tableware and a larger tray presentation. In Economy Class, passengers will, for the first time on long-haul flights, be offered a choice of three main dishes — making individuality a standard feature across the onboard dining experience.

Through this partnership, gategroup has contributed its expertise in menu development, global food trends, culinary craftsmanship and large-scale operational execution. The focus has been on designing premium dishes that reflect Lufthansa's heritage, quality standards and international customer base, while supporting the airline's ambition to create a more personalized and curated experience. From refining flavor profiles to optimizing dishes for inflight conditions, gategroup has worked alongside Lufthansa to help ensure that every element feels thoughtful, contemporary and aligned with the FOX ethos.

Olaf Mauthe, Head of Inflight Service, Lufthansa said, "FOX is a key element of our ambition to further develop the Lufthansa onboard experience in a holistic way. With gategroup, we share a strong and trusted partnership that enables us to jointly develop new culinary concepts and successfully bring them into operation. This close collaboration is a key success factor for FOX."

Herman Anbeek, President Europe gategroup, said, "Congratulations to Lufthansa and its employees! We are proud to be Lufthansa's partner and support their objective to lead the premium market segment. Our desire for innovation, culinary, quality and consistency to create memorable onboard

customer experience is aligned with Lufthansa's objective. We look forward to the full launch of Project Fox across all long haul cabins this year.

gategroup also congratulated Lufthansa on reaching the milestone of 100 years.

"This anniversary reflects Lufthansa's enduring commitment to excellence, innovation and connecting people and places across the globe. gategroup is proud to support this journey as a trusted partner, delivering catering solutions that enhance the travel experience for passengers worldwide," the supplier said in its statement.