

gategroup marks 95 years with integrated onboard hospitality showcase at WTCE 2026



gategroup team members gather at the company's WTCE 2026 showcase in Hamburg

[gategroup](#) is marking its 95th anniversary at the 2026 World Travel Catering & Onboard Services Expo ([WTCE](#)) with a comprehensive showcase of its evolving approach to onboard hospitality, bringing together culinary innovation, digital tools and operational technologies under one roof.

Located in Hall A2, the exhibit highlights how the global catering and hospitality provider is aligning its heritage with future-focused solutions across the passenger experience. The showcase spans menu development, predictive analytics, onboard retail, service design, lounge hospitality and packaged meal solutions, reflecting a more integrated approach to inflight services.

Food remains central to the presentation, with four hospitality concepts designed to reflect shifting passenger expectations. gategroup is emphasizing authenticity, regional identity and wellness, as well as evolving dining habits, as key drivers shaping onboard menus.

The company is also demonstrating its data-led approach to menu creation through its collaboration with [Black Swan Data](#), supported by category insights from [Mintel](#). This strategy is brought to life through its Menu Development Platform, which is designed to improve speed, accuracy and cost visibility while enabling AI supported optimization from concept to execution.

Operationally, gategroup is spotlighting its Smart Production vision, focused on enhancing efficiency and resilience across catering workflows. The exhibit includes robotic and supported production models, immersive virtual reality training tools and prototype systems aimed at strengthening consistency, productivity and traceability through human-machine collaboration.

Retail and onboard service design also feature prominently. Through gateretail, the company is presenting an end-to-end retail ecosystem under the theme “smart retail for every journey.” Meanwhile, deSter is showcasing its “Care Fueled Journeys” concept, built around the pillars of Abundance, Ease and Appreciation, illustrating how design can support both operational flow and passenger comfort.

Belgian interior architect Gert Voorjans is contributing to the deSter experience as a keynote speaker, bringing a design perspective shaped by his work across hospitality and retail environments.

Beyond aviation, gategroup is extending its capabilities into broader foodservice sectors through gatesolutions, with highlights including rail catering, uqonic lounges and Evertaste packaged meals.

The WTCE showcase underscores gategroup’s broader strategy: combining culinary expertise, operational discipline and innovation to shape the future of onboard hospitality while building on nearly a century of experience.



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