
Local restaurant meals served on SunExpress Deutschland

By **Rick Lundstrom** on March, 4 2019 | Catering



[SunExpress Deutschland](#), [Retail inMotion](#) and the Berlin-based food delivery start-up company, [foodora](#), have joined forces to allow passengers to order meals from selected local restaurants on SunExpress Deutschland (SunExpress) flights departing from Düsseldorf.

The trial period for the program started March 1. Passengers can choose between a variety of freshly prepared, healthy meals from the following well-known restaurants, all attractively presented and delivered in sustainable packaging. Restaurants currently involved in the trial are [Greentrees](#) which prepares healthy Australian food and [An Bahn Mi](#), Vietnamese street food

“foodora will be a front-facing brand for the partnership and will leverage their strong relationship with both customers and restaurants as the project progresses in the future,” said a release from Retail inMotion. The two companies will support SunExpress in the partnership through operations management, order fulfillment, logistics and analytics.

“If you are smaller than the others you have to be quicker! The cooperation with the startup foodora is another proof point, of how innovation can be brought to life in a leisure airline making the passenger inflight experience more enjoyable,” said Peter Glade, Chief Commercial Officer SunExpress. “We are proud that we have the agility and flexibility to be the first airline partner for Retail inMotion and LSG to trial this innovative concept.”

“This is exactly the kind of innovative partnership that Retail inMotion is known for,” commented José Lirio Silva, Head of Onboard Retail Europe at Retail inMotion. “By combining the high street data of foodora with Retail inMotion’s specialized onboard retail expertise and powerful technology platform, we are able to create the ultimate product portfolio for our customers’ passengers.”

“We’re very pleased to be partnering with Retail inMotion and the LSG Group to extend our brand into the skies,” said Julius Wiesenhütter, Managing Director Germany at foodora. “The foodora mission is to bring good food into our users’ lives – whether that’s at their home, at the office or in the air.”