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# LSG Group addresses passenger experience from every side

By **Rick Lundstrom** on March, 28 2019 | Catering





LSG Group launched its Evertaste line at last year's WTCE

At this year's World Travel Catering and Onboard Services Expo, [LSG Group](#) presented its “holistic approach” to generating and enhancing the passenger experience. The company also says its

integrated solutions are meeting a demand from customers for collaborative developments.

The LSG Group, brands – LSG Sky Chefs, Retail inMotion, SPIRIANT and Evertaste – feature digital solutions and applications and sustainable food and equipment products. Highlights of its WTCE stand included:

**LSG Sky Chefs:** Live cooking area, premium fine dining, discussions with chefs and the lounge hospitality concept

**Retail inMotion:** Crew engagement concepts, Omni channel retailing, retail services and onboard-retail technology

**SPIRIANT:** Premium china, glassware and cutlery, sustainable products (including textiles), waste-management solutions, a wide range of amenity kits and equipment-management IT solutions from SkylogistiX

**Evertaste:** Fresh, ambient and frozen snacks in sustainable packaging at the Evertaste Bar and Deli Corner

“We detect two major trends: Firstly, Passenger expectations are becoming increasingly individualistic. Secondly, everyone is looking for sustainable, eco-friendly solutions,” said Frank Theis, Head of Global Sales and Marketing, in an announcement. “At the WTCE, we will present a huge variety of answers to those challenges, many of which are enabled by digitalization. Our range covers everything from snacks to premium cuisine, from china to textiles and from appealing retail products to comprehensive onboard-retail management. In other words, we will show how digital solutions can be perfectly interlinked with traditional catering and onboard-retail concepts.”