

LSG Group prepares to exhibit as standalone company at WTCE



LSG Group exhibiting in Hamburg in 2023

The [LSG Group](#) is gearing up to exhibit at the [World Travel Catering & Onboard Services Expo](#) (WTCE) in Hamburg, Germany next week, with its brands [LSG Sky Chefs](#) and [Retail inMotion](#). This year marks the Group's first as a standalone company following its sale in late 2023.

The group is looking to reassert its position in the industry with a theme that will be a reaffirmation of its mission: "We connect food and people. Everywhere." LSG Group will focus on its legacy mission at this year's event.

"Our debut as a standalone company at this year's WTCE represents a pivotal moment for our expert brands LSG Sky Chefs and Retail inMotion, as we reaffirm our commitment to shaping the future of aviation catering and onboard retail," said Alexandra Appel, Head of Communications and Marketing at the LSG Group. "With a refreshed and sustainable booth design and a team of experts presenting our product range, we aim to strike a balance between continuity and innovation, showcasing our longstanding industry leadership and relationships with customers."

LSG Group's booth at WTCE will blend its "innovative spirit with its long legacy" the May 21 press release said. From holograms showcasing the latest technology to private lounges designed to be idea-generating spaces, visitors will be invited to engage in a sensory experience including a culinary theme that will highlight the company's reach in "Flavours of the World."

The theme is a celebration of the diversity of LSG Sky Chefs' network of chefs. From fine-dining menus to casual bar snacks, attendees will have the chance to indulge in a fusion of global flavors

curated by the company's culinary experts on the show floor.

Each of the LSG Group's dish's carbon footprint will be calculated as a baseline for menu development. LSG Sky Chefs will also be showcasing its vision of the "Airline Catering of the Future," a holistic and data-driven concept that combines products and services with advances in technology across the travel value chain. The group will also expand its presence at WTCE beyond the booth by participating in panel discussions.

Furthering an LSG Group tradition at WTCE, the company will feature collaborations with Barilla, Kaelis and Cuisine Solutions to marry culinary experiences and serveware design. The LSG Group also has a partnership launch in the area of plant-based products to be announced in the near future.

"We are proud to once again bring our presence to the WTCE in 2024, which is our industry's premiere event," said Philipp Hees, Head of Sales EMEA Region. "This being our first full year as a standalone organization, it marks a new chapter for the company as we continue to aim at exceeding expectations at every level, drive industry standards and deliver superb value and quality to our customers worldwide."

"Our teams from around the world will be present, and they are eager to welcome and host our valued customers and discuss the novelties and trends of our industry," said Laura Roesges, CCO at Retail inMotion. "The WTCE is the perfect forum to meet face-to-face and engage in in-depth conversations about how we can best meet their needs and take their onboard retail offering to the next level."

The WTCE kicks off at the Hamburg Messe on May 28. The LSG Group will be exhibiting at booth 1E20 in Hall A1.