

# Lufthansa Group taps Retail inMotion for onboard retail concept



Beginning spring 2021, new food and beverage products will be available to Economy Class passengers on Lufthansa, SWISS and Austrian Airlines short- and medium-haul flights

[The Lufthansa Group](#) has announced today the selection of its onboard retail brand [Retail inMotion](#) as the exclusive partner for a new inflight retail concept for food and beverage.

Starting in spring 2021, high-quality food and beverage products will be available to Economy Class passengers on [Lufthansa](#), [SWISS](#) and [Austrian Airlines](#) short- and medium-haul flights. This offerings will include fresh, regional food and a curated assortment of snacks and drinks. The program will be introduced consecutively by each airline and replaces complimentary snacks.

During the current COVID-19 pandemic, Retail inMotion's technology offerings have become increasingly important in facilitating social distancing requirements to protect passengers and crew onboard, reads the press release.

"This contract win confirms Retail inMotion's high-quality and premium standards, as well as its

market-leading digital innovation capabilities, which have been consistently developed over the years,” said Stefan Patermann, Chief Executive Officer of Retail inMotion.

“We are proud to support three leading European airlines in building a best-in-class passenger experience based on individualization, excellence and efficiency,” added José Lirio Silva, Head of Onboard Retail, Europe for Retail inMotion. “We are looking forward to supporting the Lufthansa Group on this exciting new journey.”

“Our customers want more choice and quality,” said Heike Birlenbach, Chief Commercial Officer at Lufthansa. “With Retail inMotion as a retail and IT partner, we can optimally implement the new concept and offer our customers a broader, high-quality selection of food and beverages onboard in the future.”