

# Lufthansa launches 'Onboard Delights' in Economy Class



Lufthansa's new buy on board offering is flying today

Economy Class passengers on short- and medium-haul flights on [Lufthansa German Airlines](#) will be able to purchase fresh, sustainable, high quality food and beverage products from the “Onboard Delights” menu, the airline’s new culinary program.

[Retail inMotion](#) collaborated with Lufthansa to identify, develop, and select products for the culinary offer, alongside [dean&david](#), a healthy fast casual food company from Munich that is known for freshness and quality in products, and Dallmayr, a traditional Munich-based company selling high-quality hot beverages and delicacies.

Lufthansa is now offering a wide range of products, such as sandwiches and salads, sweet and savory snacks, and fine coffee and cake specialties, all with sustainable packaging components. In addition to the falafel tahini salad, crunchy chicken bowl, and freshly made Bircher-muesli, which follow dean&david’s recipes, passengers can also purchase products from [Dallmayr](#). Its project coffee Dano, whose name stems from a cultivation region in Ethiopia, which is supported by the Munich-based company through projects such as building schools and establishing a coffee cooperation. The menu also includes various cake specialties, bio teas, such as Alpine Herbs and First Flush Darjeeling, as well as hot chocolate and handmade pralines from the Dallmayr factory. The fresh product assortment, managed by Retail inMotion in cooperation with Lufthansa and its brand partners, is updated every three months.

“Collaborating with Lufthansa to create a premium catering concept that allows passengers to select from a wide range of high-quality food and beverage products on board has been a rewarding experience,” said José Lirio Silva, Head of Onboard Retail Europe for Retail inMotion, in today's announcement. “RiM appreciates the opportunity to support Lufthansa in implementing the new concept and building a best-in-class passenger experience by zooming in on quality and sustainability.”

Björn Bosler, Project Manager Onboard Delights at Lufthansa Group, added: "With Retail in Motion, we have found the ideal partner for the practical implementation of our new Europa product in Economy Class. RiM guarantees perfect implementation from assortment compilation to logistics and guest billing for all hub airlines."