

Nourish brings gut-friendly Nutty Bliss brownie bars to Virgin's long-haul flights



Nourish's Nutty Bliss brownie bar, a high-fibre, plant-based snack, will join Virgin's long-haul Upper Class

[Nourish](#) is expanding its presence in the aviation market through a partnership with [Virgin](#), introducing its Nutty Bliss brownie bars to the airline's long-haul Upper Class snack offering.

Launching in November 2026, the bespoke 20-gram brownie bars will be introduced over the following 12 months, building on the existing relationship between Nourish and the airline.

The minimally processed bars feature a fudgy coconut brownie with crunchy almond butter, coated in dark chocolate. They are high in fibre, dairy-free, gluten-free and made without refined sugar.

The partnership follows Nourish's recent retail success with Whole Foods Market and Holland & Barrett online, further strengthening the brand's position in the growing market for functional snacks.

"Naturally we applaud Virgin's ongoing conviction to seek out and support smaller brands championing a healthier living agenda," Ineke Nugteren, Founder, Nourish, said.

The introduction reflects changing passenger preferences, with travellers increasingly seeking healthier and more functional food options during their journeys.

According to a February 2026 survey by dnata Catering & Retail, 47 per cent of U.K. airline passengers reported placing greater emphasis on wellness over indulgence when selecting inflight food and beverages compared to five years earlier.

The survey also found that 45 per cent wanted more protein-rich options, while 56 per cent preferred products made with minimally processed or fresh ingredients. Meanwhile, 19 per cent indicated they would pay extra for food and beverages supporting gut health.

The shift is reflected in other airline catering partnerships, including British Airways' introduction of Novel Foods' gluten-free, high-fibre savoury snacks and American Airlines' addition of Blake's protein-rich breakfast bars.

For Nourish, the Virgin partnership represents another opportunity to bring its range of plant-based snacks to a wider audience while supporting growing demand for healthier inflight food options.

The introduction of Nutty Bliss highlights the increasing role of functional snacks in airline catering as carriers respond to evolving passenger expectations around nutrition, ingredients and wellness.