

PAX Panel: Crafting a cohesive cheese program from source to service



In the latest episode of [PAX Panel](#), *Say cheese: Crafting a cohesive program from source to service*, [En Route International](#) showcases how it crafts a world-class onboard cheese program through seamless cross-departmental collaboration. Sponsored by En Route and moderated by *PAX International* Managing Editor Jane Hobson, the session brings together five of the company's experts for a detailed discussion.

Nick Wiley, Managing Director; Andrew Sharp, Supply Chain & Procurement Director; Hannah Jordan, Head of Design & Packaging; Georgina Mogridge, Head of Category Development; and Michaela Gatt Floridaia, Research & Insights Manager, share how the teams coordinate from sourcing to service to deliver an operationally efficient, passenger-pleasing offering.

Watch it now!

Say cheese

"Cheese is front and center of our organization," Wiley says. "We have been supporting a cheese program for nearly 10 years, and it really differentiates us in the marketplace."

He notes that crafting a high-quality onboard cheese experience involves tackling multiple challenges. "There are shelf-life challenges, packaging challenges, global distribution and diverse passenger expectations. But if done right, you can deliver a premium, story-driven product that is ready to enjoy without excessive handling."



En Route works with trusted partners connected to more than 200 producers worldwide, enabling the team to curate cheeses for flavor, format and cultural relevance

Cross-department collaboration drives success

From design to delivery, the En Route team works closely across departments to ensure the final product meets operational and passenger needs. “Every single element—product, packaging, logistics, client needs—has to work together,” says Jordan. “When we meet with clients, we look at everything: Do they want to optimize loading? Are they looking for a new menu or more sustainable packaging? All of these affect the final product.”

Sharp emphasizes the value of packaging innovation in maintaining quality through the supply chain. “Our packaging eliminates double handling. From the moment the cheese is cut and packed, it stays sealed until a passenger opens it. That is critical to maintaining freshness and quality.

Source, select, rotate with precision

En Route’s cheese curation starts with trusted sourcing partners and close attention to global preferences. The partners have links to more than 200 producers globally, giving the team access to a wide range of cheese types and allowing En Route to select for flavor, format and cultural relevance.

Mogridge highlights how the team takes seasonality into account. “We plan up to 12 months in advance to source limited-edition cheeses like those wrapped in mountain flowers from the Alps in spring, or truffle-accented varieties paired with Acacia honey at Christmas,” she explains. “Every board we create is tailored to the customer and region, with class-specific considerations.”



En Route highlights how innovative packaging preserves freshness and quality by keeping cheese sealed from packing to the moment a passenger opens it

Storytelling enhances inflight experience

Passenger insight plays a key role in cheese program development. “We are seeing increased interest in provenance, storytelling and health,” says Gatt Floridaia. “People want to know where their food comes from and are seeking comfort, familiarity and wellness—even at 35,000 feet.”

Jordan adds that En Route equips cabin crew with tools to tell those stories. “Whether that is a printed guide or a digital app, we help cabin crew confidently share the cheese story on board.”

“Passengers are spending hours in the air,” Wiley says. “Giving them something educational, meaningful and delicious can transform that time into an experience.”

Expanding the program

The panelists agree that the cheese program continues to evolve, guided by research, market trends and cultural nuance. They look ahead to expansion in new markets, increased interest in health-conscious and adventurous eating and new sustainable packaging innovations.

“We want to surprise people,” says Wiley. “Whether it is with artisanal American cheeses or unusual pairings like kimchi and cheddar, our goal is to deliver something they would not expect—something memorable.”

Gatt Floridaia concludes, “It is about giving passengers something new to explore, with the comfort of something familiar. And that makes all the difference in the onboard experience.”

