

# SWISS trials concept to reduce food waste on board



SWISS International Air Lines, in partnership with Too Good to Go, is trialing a new concept to reduce food waste on board

[SWISS International Air Lines](#) is trialing a concept that offers passengers unsold food items at reduced prices with its partner, [Too Good To Go](#).

The new concept, offered on SWISS' services from Geneva, involves offering any fresh food items that remain unsold at the end of the flight to passengers at one-third the usual price. Crew will put together a bag with two to three items in it. The bag's contents are not revealed in advance and remain a surprise for the purchaser.

"The first results from these trials have been promising," said SWISS Head of Western Switzerland Romain Vetter. "The new approach has been well received by our passengers on the flights concerned. We're now awaiting a final analysis of the trials' findings to decide if we should extend it to further routes."

The airline uses historical sales data for each flight to determine likely passenger demand. But SWISS is now taking a further step in this direction, by teaming up with Too Good To Go, an app platform that connects companies with users to reduce food waste.

“Managing waste on board is an important part of our commitment to greater sustainability,” said SWISS CCO Tamur Goudarzi Pour, in the announcement of the trial. “We hope to significantly reduce unused food onboard our aircrafts by introducing this service. Thinking about sustainability in all our products, services and processes is part of our SWISS DNA.”

To test customer acceptance, a trial of the new approach was conducted in August and September on the last flights of the day from Geneva on SWISS’s European network.