

# World2fly launches Newrest's pre-order digital solution

[Newrest](#) announced this week that Spanish startup airline [World2fly](#) will launch the Fly'Eat is a digital ordering solution developed by the company's Digital Lab.

Fly'Eat enables pre-ordering, control and order flows management, their traceability and interconnection with on-board sales systems through QR code identification. It is offered as a white label directly integrated into the airline's customer path.

Consumers using Fly'Eat, can order products from the airline's catalog before the flight. This order is integrated in Winrest which is the Newrest's ERP. It is then loaded on the aircraft. Crew takes care of the delivery of the products.

"This white label solution marks a turning point in the innovation of the Group's inflight catering offer," said a release from Newrest.

The solution has won over World2fly with its discretion and agility. It is directly integrated into the passenger's experience. After purchasing a ticket, the passenger can enter a pre-order platform. They enter their flight number and date of flight and then accesses the catalog available for the flight. During the purchase process, Fly'Eat performs several reference checks, including the validity of the order. The Fly'Eat tool can filter orders by flight and prepare them accordingly.

Newrest is starting its partnership with W2fly in Cancun by offering catering services based on sustainability. Seasonal products are featured on the menu. All services are offered using sustainable materials, such as sustainable cardboard boxes and cutlery made from avocado seeds.

Hot meals and cold breakfasts for economy class passengers as well as the possibility to choose pre-ordered premium dishes are included in the services offered by Newrest.

World2Fly is supplied by Newrest from three hubs: Madrid, Cancun, and Lisbon with destinations to the Caribbean. From Madrid there are four World2Fly flights per week: two to Cancún and two to Punta Cana. From Cancún there are two weekly flights to Madrid. Finally, from Lisbon, Newrest operates one flight per week to Punta Cana.