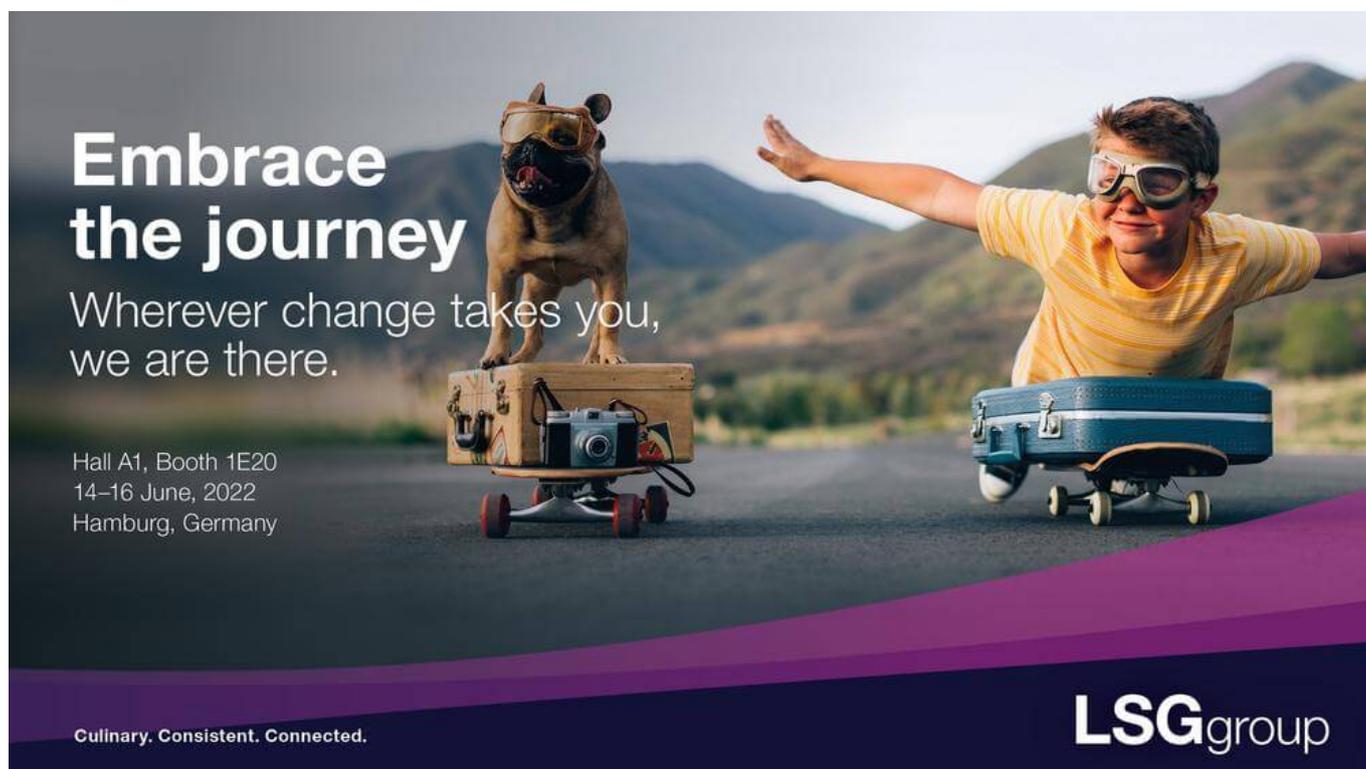


# LSG Group touts new products to “embrace the journey”



**Embrace the journey**

Wherever change takes you, we are there.

Hall A1, Booth 1E20  
14-16 June, 2022  
Hamburg, Germany

Culinary. Consistent. Connected.

**LSG**group

[LSG Group](#) is once again participating in this year's World Travel Catering and Onboard Services Expo (WTCE, April 14-16 in Hamburg) under the slogan "Embrace the journey — Wherever change takes you, we are there."

"The aim is to once again engage in a personal exchange with the company's airline customers, and at the same time present market-leading innovations and technology solutions," said a release from the company. The entire LSG Group will be in Hamburg Messe in Hall A1, Booth 1E20.

Together with its brands, LSG Sky Chefs, Packaged Solutions by LSG Sky Chefs and [Retail inMotion](#), the LSG Group will be showcasing products and solutions for holistic concepts both in the area of classic airline catering and for on-board retail and hybrid concepts. With them, the company is focusing on the needs of customers for individual, trend-based concepts, modern technology solutions and efficient, quality-oriented processes — and always with sustainability in mind. A new innovation program, consisting of several modules, will be presented at the show for the first time. It aims to establish continuous, fast-paced, and customer-centric innovation as a core element of the LSG Group's mission to connect food and people.

"Following the sale of our European LSG activities, and in the course of the pandemic, we have not only managed to transform our company, but also to reposition it strategically," said Erdmann Rauer, CEO of the LSG Group, in today's announcement. "We can claim that we have our finger on the pulse of the industry and are keeping up with the pace of change. At the same time, it is our aspiration to help shape the change that is presenting our entire industry with new challenges. That's why we are looking ahead with strength and confidence as the 'new LSG Group,' and will present ourselves to our customers at WTCE as a reliable, future-proof partner that understands their challenges and approaches them individually in collaboration with them."

Highlights at the LSG Group booth will include:

**Culinary:** A live cooking area and bar with food offerings ranging from snacks to premium meals, plus a cooking show on Thursday featuring renowned international chefs from LSG's partner network (livestream via Instagram).

**Consistent:** The new "Soda Robot" and "Intelligent Truck" recently launched in the LSG Sky Chefs' operations, plus methods to extend the shelf life of products as well as modern, more flexible production methods and supply chain management solutions

**Connected:** consumption analytics to reduce waste while improving onboard F&B, Retail inMotion's end-to-end onboard retail and technology solutions, including Load Planner, digital menu cards, an augmented reality app (Virtual TryOn) and strategic partnerships with [Kaelis](#), e-Mersion Media and Cuisine Solutions that will expand the company's product portfolio.