

Vueling selects gategroup as onboard retail and catering partner



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[gategroup](#) has been selected by [Vueling](#) as its new Retail-on-Board and catering partner across the airline's network, marking the start of a strategic collaboration focused on improving the onboard experience through smarter retail, stronger culinary delivery, and more connected technology.

Vueling is continuing to invest in making travel more simple, modern and enjoyable. Through this new partnership, gategroup will support that ambition with a 360° digital retail ecosystem designed to strengthen both passenger experience and operational efficiency.

At the core of the partnership is gateretail's integrated suite of retail technology. This will give Vueling access to real-time insights, advanced data analytics, and digital touchpoints that help streamline onboard operations while opening the door to new inflight service opportunities. The goal is not only to improve how retail is delivered in the cabin, but also to make the offering more relevant, convenient, and responsive to passenger needs.

The partnership also extends beyond retail. gategroup will provide a scalable, future-ready catering and Retail-on-Board model that combines culinary quality with operational consistency. Through gategourmet and Evertaste, Vueling will benefit from curated meal solutions tailored to passenger preferences, alongside healthy meals for crew and pilots produced through centralized facilities designed to ensure safety, reliability, and standardization across the value chain.

For both companies, the collaboration is also about long-term innovation. Continuous innovation sessions between gategroup and Vueling teams will help shape new retail and product concepts, the March 12 press release said, allowing both partners to stay ahead of changing customer expectations and wider industry developments.

Christoph Schmitz, CEO of gategroup, said the partnership reflects a shared focus on creating a more seamless and user-centric passenger journey. Melanie Berry, Chief Customer Officer at Vueling, added that the collaboration will help introduce new retail and culinary concepts while using advanced technology to make the inflight offer more relevant and enjoyable for customers.

Together, the partnership highlights a clear ambition: to deliver a more connected, efficient, and engaging onboard experience across Vueling's network.