

En Route strengthens category development with leadership appointment



Rebecca Neale, Category Development Director, En Route

[En Route](#) has appointed Rebecca Neale as Category Development Director, reinforcing the company's strategic focus on accelerating innovation, expanding its passenger solutions portfolio and delivering even greater value to airline and airline catering partners worldwide.

Neale joins En Route with more than two decades of senior retail experience, bringing expertise in product development, category strategy and commercial delivery.

After graduating from Bournemouth University with a BA (Hons) in Retail Management, she began her career at Debenhams before moving into key development roles at Marks & Spencer and Waitrose, where she was instrumental in shaping award-winning own-label product ranges across multiple categories. Most recently, she served as senior product developer at Waitrose own-label dairy.

In her role at En Route, Neale will lead the evolution of the company's category strategy across its global portfolio, ensuring product development is driven by consumer insight, creativity, technical excellence and commercial efficiency.

She will oversee new product development and technical teams, with a clear focus on delivering differentiated high-quality, ready-to-serve food and beverage solutions that support airlines in delivering best-in-class passenger experiences.

Neale said, “I am thrilled to join En Route at such a dynamic stage of its growth. There is huge opportunity to accelerate innovation and develop products that not only delight passengers but also offer strong commercial and operational value to our airline partners.

“I am passionate about driving category development that combines creativity with strong technical and commercial foundations, and I look forward to helping shape En Route’s next phase of development.”

Nick Wiley, Managing Director, En Route, also commented, “Rebecca’s appointment represents a significant strengthening of our leadership team and our category development capabilities. Her depth of experience, strategic mindset, and passion for innovation will play a central role in helping us expand our proposition, enhance our portfolio, and continue delivering high-quality, commercially effective solutions to our customers worldwide.”