

Buzz takes fine dining to new heights

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Buzz's collaboration with Etihad Airways for the 'Constellation Collection' was inspired by the rich heritage of the UAE

Passengers expect more than just a meal inflight—they expect an experience. With that in mind, [Buzz](#), with more than 20 years of experience designing travel products through meaningful collaborations, believes serviceware plays a huge role in executing this.

"Premium cabins, especially in Business and First Class, are increasingly being designed to evoke the elegance and sophistication of top-tier restaurants. This evolution in inflight gastronomy is spurring a need for equally upscale serviceware," says Leonard Hamersfeld, Buzz Founder and Director. "Moreover, branded serviceware adds an element of prestige, reinforcing the airline's commitment to luxury and reinforcing brand identity."

With a keen focus on collaboration, innovation and sustainability, Buzz is redefining what it means to dine above the clouds.



'Alessi' serveware for Delta Air Lines

Above and beyond brand identity

At 35,000 feet, the aesthetics of serveware are just as important as its functionality. Collaborating closely with airlines, renowned chefs and flight crew, Buzz creates serveware that complements gourmet menu options while emphasizing presentation. By focusing on every detail—from the material and texture to the shape and weight—Buzz designs serveware with the goal of transporting passengers into a fine dining experience while remaining sensitive to the cabin requirements and needs of the crew, explains Hamersfeld.

Weight, durability and stackability are Buzz's key considerations when designing products for inflight use. The products must fit within trolley layouts and onto tray tables.

"We use advanced materials that offer both strength and elegance while meeting weight and durability requirements," Hamersfeld says, adding that serveware also offers an opportunity to cultivate a strong brand connection.



Leonard Hamersfeld, Founder and Director, Buzz

“Each airline provides a really unique bespoke cabin environment aligning with the airline’s overall branding. Reflecting an airline’s origin allows for a refined emphasis on the textures and colour schemes that align with their heritage,” he explains.

Designed in partnership with [Armani/Casa](#), Buzz’s collaboration with [Etihad Airways](#) for the ‘Constellation Collection’ was inspired by the rich heritage of the UAE, showcasing the region's connection to the stars and celestial navigation. The collection features silhouettes and a geometric pattern, with textures and colours meant to evoke the natural beauty of Abu Dhabi. Dark green echoes the region's date palm trees, aquamarine mirrors the lush mangroves and slate symbolizes the modern skyline. This thoughtful design invites passengers to enjoy an elevated experience while finding themselves immersed in cultural touchpoints, Hamersfeld says.



Buzz 'Alessi' serveware products for Delta Air Lines

Looking to the future

For any airline, sustainability remains a focal point—and serveware is no exception. “At Buzz, we believe sustainability and luxury can coexist,” says Hamersfeld.

Buzz integrates sustainability throughout the design process to offer solutions that meet the environmental goals of airlines without sacrificing quality or elegance. The supplier prioritizes the use of sustainable materials, minimizes its waste and has reduced its reliance on single-use plastics. Its approach also includes local manufacturing and weight reduction strategies that assist in lowering fuel burn and emissions.

With sustainability as one of its means of looking toward the future, Buzz also remains sensitive to emerging trends that will guide how its products satisfy the needs of passengers.

“Inflight dining will continue to evolve into a premium, restaurant-like experience whilst continuing to appreciate understanding the role that luxury, wellness and relaxation intertwines with nourishment,” says Hamersfeld. “Buzz will continue to work closely with our airline partners to ensure their serveware complements these evolving trends while maintaining the luxurious, high-end experience passengers expect in premium cabins.”