

Brussels Airlines brings fresh food from Belgian brand Bon onboard



Brussels Airlines becomes Bon's newest fresh food airline customer

From next month, [Brussels Airlines](#) will have fresh handmade sandwiches for sale from Belgian food-brand [Bon](#) on all short- and medium-haul flights in Economy Class. Bon is a young, dynamic and qualitative Belgian brand with ambitious growth plans. More than 450,000 Bon sandwiches will fly across Europe per year.

Bon selected as fresh food provider

Brussels Airlines has selected Bon as its provider for fresh food available in its buy-on-board menu on short- and medium-haul flights. The Belgian brand specializes in fresh and handmade food.

Bon was founded in 2015 and currently has 17 stores throughout Belgium and has ambitious growth plans in the coming years and aims to have more than 50 stores in Belgium by 2032. Belgian retailer Colruyt Group has stepped in at Bon to foster this growth and to further strengthen the retailer's portfolio of high quality, freshly prepared on-the-go meals.

With Brussels Airlines as Bon's newest customer, the Belgian fresh-food chain adds the entire short- and medium-haul fleet as point of sale. Approximately 450,000 sandwiches per year will be on sale on

the Brussels Airlines fleet. Therefore, they open a new production line in its kitchen facilities where nine people work dedicatedly for the Belgian airline.

"We made over 40 recipes until we found the perfect selection that stays true to our promise of always delivering fresh, handmade food, that was also suitable to be served on-board an aircraft. We will have four different sandwiches on offer each time, with a menu that rotates a few times a year," said Bert Gillis, Commercial Director, Bon.

"With Bon we stay true to our DNA: it's very high-quality and it's Belgian, just like Brussels Airlines. We are excited about the fresh, handmade way these sandwiches are produced but we're also proud to be a stepping stone for another strong Belgian brand, helping them fostering their ambitious growth plans," said Thibaut Dewilde, Head of Inflight Management, Brussels Airlines.

Fresh food by Bon will be on board the airline from June 1.