

easyJet picks dnata for inflight retail



Catering from dnata will be part of easyJet's retail food and beverage

Last week, [dnata](#) announced it would manage [easyJet's](#) inflight retail services across the airline's network.

The partnership will see dnata deliver an onboard retail program and innovative solutions for the airline, to further enhance its retail range onboard and drive customer satisfaction.

The agreement will see dnata provide easyJet with a suite of services covering retail strategy; product development and selection across food, beverage and duty free; procurement; marketing; cabin crew engagement and financial management. dnata will work closely with easyJet and leading technology providers to deliver a modern, technology-led program, with the airline's customers front and center.

dnata has also been appointed to provide end-to-end logistics and last-mile services to easyJet across the UK and Italy, covering 11 stations.

"We're immensely proud to become the inflight retail partner of choice for easyJet across its European network," said Robin Padgett, Divisional Senior Vice President for Catering and Retail, in last week's release. "We will work closely with the airline's teams to bring a modern, digital-led retail experience to easyJet's customers, putting products people love on-board and delivering value for passengers and the company.

"We know easyJet is a leader in its segment and we're excited to lift the success of their retail program even further, leveraging our experience and insights across inflight and on-ground retailing, gathered across our global markets."

Simon Cox, Director of Inflight Retail for easyJet added: "We are delighted to be working with dnata on an opportunity to transform our inflight retail service and we are confident they are the right partners to support us in realizing our ambitions to deliver an industry-leading, innovative onboard retail experience for our customers across Europe."

dnata launched its dedicated inflight retail hub in 2020. Headquartered in the UK, the specialist retail unit provides airline customers with a comprehensive suite of 'off-the-shelf' services from product development, digitalized sales channels and technological solutions through to cabin crew engagement, product design and accounting. dnata's existing inflight retail customer-base spans leading airlines from all over the world.

dnata also has [En Route International](#) in its stable of brands. En Route International has extensive experience in product development, creative design and supply-chain operation, providing bespoke and high-street retail food product solutions to airlines.