

Lufthansa launches FOX long-haul service concept across all cabin classes



Lufthansa Business Class FOX Signature Moment cake service as part of the updated onboard experience

[Lufthansa](#) is introducing its new long-haul service concept, FOX (Future Onboard Experience), across all cabin classes beginning May 6, marking one of the largest investments in onboard service in the airline's history.

Developed over two years, the new concept spans First, Business, Premium Economy and Economy Class, with a focus on personalization, comfort and Signature Moments designed to create a more distinctive onboard experience. The First Class service launched at the end of March, with the remaining cabin classes following in the May rollout.

The airline says FOX redefines onboard service across its long-haul network, covering all aircraft types and configurations, including flights with and without its Allegris cabin product.

"Lufthansa is celebrating its 100th anniversary. To mark this special occasion, we are redefining the service on board our long-haul flights," said Jens Ritter, Chief Executive Officer of Lufthansa Airlines, in a statement. "Our goal is clear: We want to be the number one premium airline in Europe."

Ritter added that the airline is investing more than €70 million (US\$75 million) in the new service concept this year, highlighting its commitment to enhancing the passenger experience across all travel classes.

In Business Class, FOX places a strong emphasis on dining. New menus developed by chef Johann Lafer introduce updated culinary offerings, while a pre-select breakfast option allows passengers to choose their meal in advance. The cabin also introduces new tableware and a cake service as a Signature Moment, alongside “Sky Selection,” which allows passengers to order a second meal at any time during the flight.

Premium Economy Class sees a significant upgrade to its meal service, including a Business Class-style appetizer, a choice of three hot main courses and expanded beverage options. Passengers will also receive added comfort elements such as slippers and enhanced snack offerings.

In Economy Class, Lufthansa introduces amenity kits for the first time on long-haul flights, including sleep masks and earplugs. The airline has also expanded meal choices on flights longer than 10 hours and introduced new tableware, cutlery and printed menus, reinforcing its focus on choice and personalization.



Premium Economy meal service showcases upgraded dining with enhanced presentation, expanded menu options and new tableware

The rollout represents a major logistical effort, with Lufthansa replacing or introducing 187 million individual tableware and service items across its global network. The new service concept was tested on more than 110 flights and incorporates feedback from more than 9,000 passengers and 500 crew 2

members.

With FOX, Lufthansa aims to deliver a more consistent and elevated onboard experience while reinforcing its position in the premium long-haul market.