

# dnata launches dedicated inflight retail unit



[dnata](#) announced today that it has launched a dedicated inflight retail unit which will deliver tailor-made onboard retail programs and innovative solutions for airline customers, supporting them to maximise onboard ancillary revenue and enhance passenger satisfaction. The addition of a retail-focused unit to the organization cements dnata's end-to-end offerings for inflight and airport service.

The move will align global technology, innovation, strategy and planning, supporting dnata's existing retail programmes and ensuring world-class delivery. dnata will provide 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. The company has built a flexible engagement approach, with an outsourced retail program as its flagship product. A suite of additional managed services options can be delivered as required.



dnata's dedicated retail function has been established with a team of experienced inflight retail experts from across the company's markets, with the backing of world-leading product, systems and services solutions. Headquartered in London, it will be led by Alan Hayes, who currently leads retail for dnata's UK catering operation and has managed retail programs for more than 15 years for some of Europe's largest carriers.

"By bringing our retail skills and experience into a dedicated global retail unit and structure, we are now better placed to deliver award-winning solutions across our network," said Robin Padgett, Divisional Senior Vice President, dnata catering, in the November 25 press release. "We have seen significant growth with our core retail customers in recent years, particularly in driving pre-order capability and lifting on-board sales performance through reward, recognition and engagement of cabin-crew. Our dedicated unit will further enhance our ability to provide best-in-class retail programmes and on-board innovation to our customers. The COVID-19 pandemic has seen airlines rapidly explore additional revenue opportunities. We're working closely with our airline customers to help them maximise ancillary revenue on-board while improving on-board experience and choice for passengers."

dnata's retail team is backed by dnata catering, one of the world's leading inflight hospitality providers. In 2019, the company's 12,000 dedicated employees produced over 110 million meals, serving full service, low-cost and VIP carriers from more than 60 locations.

dnata's existing inflight retail customer-base spans many airlines, having launched and now delivering inflight retail for leading airlines in the UK, Europe and Asia Pacific.