

WTCE 2026 launches Discover Zone connecting onboard food and beverage brands with airlines



At WTCE 2026, the show floor will spotlight more than 100 new exhibitors alongside returning favorites

World Travel Catering & Onboard Services Expo ([WTCE](#)) has announced the launch of the Discover Zone, a new interactive product discovery space for its 2026 show, running from April 14 to 16 in Hamburg.

Located in Hall A4 adjacent to the VIP Buyer Lounge, the zone offers brand new display dedicated to the latest onboard-ready products. To improve attendee's overall experience and productivity of the event, the Discover Zone is powered by Colleqt QR. All event attendees, including procurement professionals from 100+ global airlines already registered including Cathay Pacific, Virgin Australia, British Airways, Etihad, Delta and Thai Airways can easily browse products and seamlessly collect information on any products in one place.

Products on display

More than 30 brands will showcase their products and latest innovations within the Discover Zone. These companies represent a broad cross-section of categories – from snacks to confectionery and drinks – that are currently top-of-mind for senior airline procurement and onboard service teams.

Some of the food and beverage suppliers onsite will include AAB Inflight, Hand Off Wines, La Martiniquaise, EUROMILK a.s., and Roncadin SPA SB. In the snacking and confectionery segment, brands such as Gut Springenheide GmbH, Wonderful Brands, Farmley, Neuhaus, and Kameda LT Foods India will bring latest product development for airlines. Meanwhile, the amenities and wellness categories will be represented by suppliers including Kiboni GmbH, APAC, Kimirica Hunter International, Ozori Industries, and SOKO.

Digital lead capture and personalized sampling

The zone uses the Colleqt app to modernize the show floor, allowing buyers to scan QR codes for any product of interest. This digital integration provides exhibiting brands with high-quality lead data while offering VIP buyers, a seamless way to request physical samples. Once VIPs have scanned the products they are interested in, they will be provided with a personalised sample bag, containing the products they have curated.

Simone Walli, Member of WTCE's Journey Circle and Culinary Art & F&B Onboard Concepts Manager at Austrian Airlines said, "The Discover Zone is a brilliant way for visitors to find fantastic new products all in one place – items they might never spot simply by walking the show floor. For VIP buyers, it goes a step further: instead of leaving with samples that don't fit their offering, they can curate exactly what interests them. That's better for everyone and significantly less wasteful. It's a smarter, more intentional way to do business at WTCE in April, and I can't wait to see it come to life."

Shona Thomson, Event Manager of WTCE said, "The cabin environment is fast-moving into a personalised experience, and airlines are seeking new ways to discover products that can physically improve the passenger journey. The Discover Zone is designed to meet this need and allow a wider range of brands to lead the conversation at WTCE through a more connected and efficient experience for airline buyers. We are thrilled by the companies already confirmed and look forward to seeing how these interactions open long-term partnership opportunities."

Further information on the Discover Zone is [available online](#). Registration to attend WTCE – and visit the Discover Zone – is [now open](#).