

# WTCE launches new how-to for airline product pitches



**Guide to Getting Onboard:**  
What you need to know before you make your airline product pitch

World Travel Catering & Onboard Services  
**EXPO**

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WTCE's exclusive guide will help brands and businesses secure inflight listings

World Travel Catering & Onboard Services Expo's (WTCE) [\*Guide to Getting onboard: What you need to know before making your airline product pitch\*](#) — an exclusive, new report offering ultimate insight for brands and businesses looking to supply onboard products and services to commercial airlines for the first time — launched today.

WTCE worked in collaboration with Brand Consultant and former British Airways Food & Beverages Buyer Kelly Stevenson to create the report, which also features additional insight from independent brands that are now stocked onboard.

Set in the context of a growing inflight sector, which is expected to reach USD\$27.6 billion by 2030, and with many airlines upping the ante in the onboard stakes, the report covers everything from inflight food and drink to amenity kits, tableware, and cutlery. It delves deep into the types of products that do best in the various airline cabin classes, while also helping steer pricing policy, packaging formats, sustainability — even flavour.

With 18 pages of essential, insider information and advice, the report helps new aviation suppliers

understand how to prepare for their first buyer conversation and what to ask once they have secured a meeting, plus takes a closer look at how brands and businesses can use WTCE to create opportunities and how they should maximise their time at the event to win new business and grow sales.

It also includes Stevenson's top tips for speaking to airline buyers and what to consider before making long-term supply commitments during the current times of economic instability.

Polly Magraw, WTCE Event Director, said "This report is essential reading for any brands or businesses new to supplying aviation. This is a sector like no other, with demands, restrictions and circumstances that simply do not apply to any other industry," in the January 10 release.

"There is a right and a wrong way to approach inflight supply and this report helps businesses negotiate what might otherwise be pitfalls by arming them with the right information from the outset," she said. "It's also encouraging and inspiring, so I'd urge anyone who hasn't yet downloaded it, to do so now - particularly if they're planning to attend next year's WTCE."

You can download the WTCE Guide to Getting onboard: What you need to know before making your product pitch [at this link](#).

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