

4700BC prepares to unveil “Passport to Taste the World” at WTCE 2024



4700BC's Gourmet Mix-Up

[4700BC](#) has announced the launch of its latest product, Gourmet Mix-Up. This snack product is set to be introduced at the [World Travel Catering and Onboard Services Expo](#) (WTCE) in Hamburg next week. This Gourmet Mix-Up snack is designed to combine the flavours of the world.

“It’s like enjoying Tokyo’s spicy rice crackers, on a Spanish beach, with Onion Crunchy Corn. And then snacking on Germany’s Salted Pretzel while their taste buds relish the Wasabi Green Peas in Japan. It's not just a Mix-Up, it’s one’s passport to taste the world,” the company said in its press release.

The crispy, light snack is being marketed as an inflight snack option for airlines wanting to bring the flavours of various destinations to passengers inflight.

"Let's be real, finding a snack that satisfies all your cravings is a challenge. That's why I'm excited to introduce Gourmet Mix-Up. It's the perfect blend of rice crackers, wasabi peas, sour cream & onion

crunchy corn, and salted pretzels. We spent months fine-tuning this mix, and it's packed with flavour and crunch. Trust me, once you try it, your snack game will never be the same!" said Chirag Gupta, Founder, 4700BC.

Gourmet Mix-Up will also be featured in WTCE's VIP gift bags, offering attendees an exclusive opportunity to sample this snack. 4700BC will be exhibiting at booth 1F50.