

DFMi previews upcoming Cloud Market experience

This is a special feature from the [September 2026 IFSA Global EXPO issue](#) of *PAX International*, on [page 6](#).



Chef Leyla Wheelhouse returns to the DFMi booth to showcase and serve creative supplier-partner menu offerings, giving guests a taste of innovative onboard dining

For nearly four decades, [DFMi](#) has connected F&B manufacturers with the global travel industry. At IFSA Global EXPO 2026, DFMi will showcase its refreshed branding at the DFMi Cloud Market at booth 613.

This year's concept was inspired by the continued rise in popularity of food halls around the world, where guests can explore cuisines, discover brands and enjoy experiences under one roof. DFMi is bringing that same energy to Global EXPO, creating an engaging space where airline customers can experience offerings from global supplier partners.

At the heart of the Cloud Market are three distinct cafés: American Kitchen will feature premium meals and snacks, bringing together familiar favorites and innovative new offerings for onboard

service; Bake Shop will highlight breakfast items, bakery products and desserts; and European Provisions will feature imported snacks and specialty products from across Europe.

Chef Leyla Wheelhouse will return to the DFMi booth to prepare and serve creative menu offerings featuring products from participating supplier partners. Guests can sample items and experience onboard menu innovations.

Beyond the cafés, the Cloud Market will feature a retail inspired marketplace showcasing food, beverages and snacks from both established manufacturers and emerging brands. The space is designed to encourage discovery and give visitors the opportunity to browse, taste and learn more about products.

“The Cloud Market reflects what DFMi does every day. The DFMi team travels the world searching for innovation, identifying trends and discovering products that can bring something new to the onboard experience. At its core, the DFMi Cloud Market is about connection, discovery and bringing great products to life,” Kim Brown, Vice President of Marketing at DFMi, tells *PAX International*.