

En Route brings Power of Possibility to North American airlines

This is a special feature from the [September 2026 IFSA Global EXPO issue](#) of *PAX International*, on [page 40](#).



En Route is bringing its “Power of Possibility” platform to IFSA Global EXPO, showcasing flexible sourcing, passenger insight and onboard solutions across categories from bakery and beverages to meals, handhelds and desserts

[En Route](#) will bring its “Power of Possibility” platform to IFSA Global EXPO this year, showcasing the breadth of its passenger solutions for the North American market alongside its contribution to the development of new industry food safety standards.

En Route’s presence will demonstrate how its global sourcing capability, passenger insight and supply chain specialism can be translated into a broad and adaptable portfolio for airlines operating across the region.

The showcase will span multiple onboard categories and service occasions, from bread and bakery, butter and beverages, through to meal solutions, handhelds and desserts. Featured concepts include globally inspired bakery, flavored butters, breakfast burritos and a range of premium dessert solutions.



Tom Lay, Marketing & Creative Director, En Route

“We introduced the ‘Power of Possibility’ earlier this year at WTCE, which was about demonstrating how our end-to-end service proposition can unlock new opportunities for the passenger. Here at IFSA, we are extending that thinking by showing the depth of what we can deliver in this region across multiple categories and service occasions,” says Tom Lay, Marketing & Creative Director at En Route.

En Route will also support a significant industry development at Global EXPO, with the company’s Head of Technical Stephanie Booker having contributed expertise to the development of the World Food Safety Standards, which will be launched at the event.



Stephanie Booker, Head of Technical, En Route

"For us, possibility has to be practical. Innovation only creates value when it can be delivered safely, reliably and commercially. Our involvement in the new food safety standards, alongside the breadth of solutions we are bringing to IFSA Global EXPO, demonstrates both sides of that equation," she says.

En Route will be exhibiting at booth 311.