

En Route launches butter-filled rolls to transform Economy Class dining



En Route's butter-filled rolls

[En Route](#) has launched an industry-first butter-filled roll designed to enhance the onboard dining experience in Economy and Premium Economy cabins, while simplifying service for airline caterers.

The product integrates soft, spreadable butter directly into a high-quality ciabatta-style roll, eliminating the need for separate butter portions and solving a long-standing challenge in airline catering. The concept was driven by passenger feedback, with En Route's research and insights team conducting four structured hall tests with long-haul Economy and Premium Economy passengers, using individual product scorecards and moderated group discussion.

Feedback consistently highlighted frustration with cold bread and hard butter portions served in Economy cabins, often requiring passengers to improvise by softening butter on hot meals.

"Our research showed a clear gap in the onboard experience," said Michaela Gatt-Florida, Research & Insights Manager at En Route. "Passengers told us how difficult it is to spread chilled butter in a confined space, especially when both the bread and butter are cold. This product removes that friction entirely while elevating the quality of the offering."

The butter-filled rolls feature a whipped, salted butter center that remains soft and spreadable straight from the galley, without the need for onboard heating. The ciabatta style rolls offer improved texture, structure and a more premium, bakery-style experience compared to standard Economy

bread. Available in both white and brown variants, the product is designed to meet the needs of Economy and Premium Economy service models, where ease of use and efficiency are critical.

In addition to improving passenger experience, the concept offers potential operational benefits. By removing individual butter portions, airlines can reduce packaging waste and streamline tray assembly. While currently cost-neutral compared to traditional roll-and-butter combinations, En Route expects further efficiencies as the product scales.

The development was led by En Route's New Product Development team in collaboration with its research and insights function, alongside established bakery supply partners. The product builds on the company's existing range of filled bakery items and reflects its growing capability to translate passenger insight into practical onboard solutions.

En Route is also exploring future extensions of the range, including flavored butter variants, to support further menu innovation.

Nicole Strachan, Head of Category for Bakery at En Route, said, "We are absolutely delighted to be launching this product which offers a very real solution to a very real problem in the industry. We are seeing carriers look for more value-based products that do not compromise on quality."