

# En Route launches cheese products for Economy cabins



En Route International's Cheese Board Box for Economy and Premium Economy

[En Route International](#) has launched two cheese products, which aim to "make a quality cheese service more accessible to a wider range of passengers and airlines."

The products, an extension of the company's 'Cheese Board' brand, will be available to cater for buy-on-board, Economy and Premium Economy cabins. The products are also available as a pre-order option.

The Cheese Board Box, consists of a small cardboard box with a variety of pre-packed cheeses and accompaniments such as crackers, chutneys, pickles, or a dried fruit garnish. The chilled product enables carriers to provide a quality cheese offer as an alternative to previously used ambient or highly processed products, which often suffered from a low perceived value by passengers. As a single service option, it reduces operational complexity and requires no crew intervention – a key consideration for passengers in the post-COVID transition period.

A lighter version of the Cheese Board Box, offers a chilled cheese option for carriers looking for a more cost-effective solution. The two-cavity pack includes crackers and cheese slices with a card sleeve around a sealed tray. This snack pack can be eaten on the move and is also suitable for children.



The lighter version of the cheese offering

The extension to the range has been created by En Route's new product development team by working closely with its clients and partners from across the globe. With the gradual increase in flights expected to continue in the coming months, En Route is also working on a number of additional new products and services, due to be launched to support the recovery of the sector.

"We are pleased to begin the new year with the launch of these two new products. Quality cheese has long been a challenge for economy and premium economy carriers so we are delighted to be able to offer these options to them," said David Helm, Sales Director, En Route International.

"Whilst air travel has slowed, we have continued to look at how we can evolve and innovate wherever possible. We've spent a lot of time speaking to partners across the globe to be able to understand what the rapidly-changing needs of consumers are in the current climate. We are looking forward to sharing products which reflect much of this in the coming weeks and months as we see some green shoots appear for our sector."