

En Route launches range of 100 percent natural cold-pressed juices



A selection of five HPP juices from En Route

[En Route International](#) has launched a new range of healthy, 100 percent natural cold-pressed juices. The juices utilize High Pressure Processing (HPP) technology to deliver fresh, high-quality beverages that meet the growing demand for healthier options in the airline industry.

With a focus on maintaining the freshness and natural flavour of the juices, En Route has identified a gap in the market for premium juice offerings, particularly in the airline sector, the January 29 press release said.

The drinks contain fresh fruit juices and vegetables, are sugar-free and 100 percent natural.

A cold-pressed technique conserves all nutrients and the fruits undertake the HPP process to eliminate possible bacteria and enable an extended validity, without resorting to the addition of preservatives.

The initial range that has launched onboard includes Orange & Apple, Red Fruits, Grapefruit, Mango, Pineapple, Tomato and Carrot.

The juices were initially distributed across flights on various U.S. and Canada routes, with a special

seasonal variety (Apple & Cinnamon) available for the Thanksgiving and Christmas season. The juices are also now available across U.K. and EU routes.

"We are thrilled to introduce these fresh juices," said Charlotte Lobo, Regional Account Director, En Route. "Our juices are 100 percent natural, with no added sugars, water, or preservatives, ensuring a consistent flavour profile and high nutritional value. The launch represents a significant step in transforming the inflight beverage experience, offering passengers a healthier, more premium option."

En Route's HPP juices are cold-pressed and kept fresh through a controlled chill chain distribution network. This process ensures that passengers receive juices that retain their natural flavours, nutrients and quality without the need for preservatives or additives. With a variety of flavours profiles and sizes available, En Route is able to tailor the passenger solution to specific airline requirements.

"Our robust supply chain allows us to deliver these juices efficiently while preserving their freshness throughout the journey, ensuring our customers enjoy a product that stands out from traditional offerings," said Lobo.