

En Route to launch curated U.S. Cheese Program at IFSA Global EXPO



En Route's U.S. Cheese Program offers airlines a curated selection of artisanal cheeses and seasonal accompaniments, designed to elevate the inflight dining experience across all cabin classes

[En Route](#) tells *PAX International* it is set to unveil its first dedicated U.S. Cheese Program at IFSA Global EXPO, marking an expansion of its inflight culinary offering into the North American market.

Launching at the event in early September and rolling-out during the final quarter of 2025 and through 2026, the program offers airlines and airline caterers a fully managed, end-to-end solution that includes curating and designing the customer-facing cheese proposition, selecting the cheese and accompaniments, and considering how the product is handled and served through the supply chain and onboard by crew.

The program also sees customers benefit from sourcing, cutting and packing, through to packaging and delivery. En Route's U.S. Cheese Program will comprise regionally sourced, artisanal, cheeses and accompaniments tailored to suit all cabin classes and route types.

Designed to enhance the onboard dining experience and align with passenger preferences, the program brings together En Route's global sourcing expertise, intelligent supply chain services and deep knowledge of food trends.

With access to more than 200 trusted suppliers across the U.K. and Europe, and new collaborations with regional U.S. producers, En Route's expansive cheese portfolio spans everything from celebrated

international favourites to local, seasonal, specialities.

A key feature of the program is its high-grade rotational cheese curations, driven by seasonality, ensuring that airline menus remain fresh, relevant and appealing throughout the year. Airlines can also expect consistent product quality across all routes, customizable selections by route or class and inflight storytelling connecting passengers and crew to the origin and journey of what is on their cheeseboard.

“Cheese can be a powerful part of the inflight dining experience; it speaks to comfort, indulgence and origin,” says Nick Wiley, Managing Director at En Route. “Our new U.S. Cheese Program is built to give airlines and airline caterers confidence through consistency, quality and provenance. Whether it is a First Class pairing or a thoughtfully curated Economy snack, we are able to provide the right product every time.”

An expert team of category specialists at En Route is overseeing the rollout, offering hands-on support from product curation, packaging and onboard presentation, through to marketing, crew training and hospitality events. Seasonal accompaniments, tailored pairings and innovative service formats further enhance the proposition.

Visitors can learn more about the U.S. Cheese Program and En Route’s wider passenger solutions, supply chain services and sourcing solutions at booth 724-730 at IFSA Global EXPO.