

Foodcase unveils new brand identity as global travel F&B partner



Foodcase's refreshed brand identity highlights its role as a full-service food and beverage partner for the global travel industry

[Foodcase](#) has launched a refreshed brand identity that underscores its role as a full-service food and beverage partner for the global travel industry. The updated positioning reinforces the company's expertise in designing, developing and delivering tailored onboard F&B solutions across multiple travel sectors.

Central to the new brand messaging is the mission "We design, develop and deliver food concepts for the global travel industry," highlighting Foodcase's end-to-end capabilities from initial concept through to execution onboard.

The redesigned website showcases the breadth of Foodcase's offerings, spanning innovative concept development, buy-on-board programs, special meals, boxed meals and a comprehensive product portfolio that includes bakery, snacks, desserts, beverages and more.

Based in the Netherlands, Foodcase serves as a strategic partner to airlines and other travel operators worldwide, leveraging a global network of more than 400 manufacturers and brand partners to deliver diverse, high-quality culinary solutions.

The rebrand reflects the company's evolution beyond traditional catering supply to a broader focus on innovative food experiences and tailored solutions that meet the dynamic needs of today's travelers.



The redesigned website highlights the full scope of Foodcase's expertise, from concept development and buy-on-board programs to special meals, boxed offerings, bakery, snacks and desserts