

# Guest column: How small snack investments deliver big impact for passengers

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If you buy food and beverage for airlines, you know the balancing act: deliver the best passenger experience while staying within budget and meeting operational specs.

F&B remains one of the most visible touchpoints during a flight. While passengers may not remember the aircraft type, they often remember products they enjoyed onboard.

A [2025 YouGov survey](#) found that [JetBlue](#) led U.S. airlines in passenger satisfaction with onboard snacks and beverages, with 57 percent of passengers rating the offerings as "good." [Delta Air Lines](#) followed at 54 percent.

Airlines measure success several ways. Passenger surveys, buy-on-board performance and social media show what's resonating. Buy-on-board programs also provide a clear measure of passenger demand while generating additional revenue.

No one is booking a flight because of a stroopwafel or a bag of chips. But those small touches influence how passengers perceive quality and value. A recognizable brand, premium product or snack that accommodates dietary preferences tells passengers that the airline is paying attention. [United Airlines](#), for example, has featured [Whisps Cheese Crisps](#) onboard, offering a gluten-free, high-protein option.



With multiple cookie sizes and packaging formats, Double Dutch Stroopwafels offer airlines a flexible snack solution for complimentary service, snack boxes and premium cabin desserts

### **Small investments, big differences**

The challenge for airline buyers is identifying where incremental investment can create the greatest passenger impact.

In many cases, the difference between a standard snack and one passengers perceive as premium may be measured in cents per unit. Incremental investments can unlock recognized brands, trending flavors or products that better align with brand positioning.

Passengers today compare onboard offerings with what they buy every day in grocery stores.. Even modest product upgrades can help close that gap.

We are also seeing more airlines incorporate distinctive, globally inspired flavors into their programs. United's Polaris Snack Basket has featured [Torres Black Truffle Potato Chips](#), while [Nomad Ramen](#)

[Popcorn](#), winner of the 2024 Most Innovative New Product Award in the Salty Snacks category at the Sweets & Snacks Expo, offers a memorable flavor experience that stands out from traditional onboard snacks.

Of course, selecting the right snack involves more than taste. Shelf life, sourcing consistency and packaging matter, and supplier flexibility is key. [Double Dutch Stroopwafels](#) are available in multiple cookie sizes and packaging formats, making them ideal as a complimentary snack, part of a snack box or a premium cabin dessert.

The best snack programs are not necessarily the ones with the biggest budgets. They are the ones that deliver the greatest perceived value for every dollar invested—and leave passengers feeling like they received just a little more than they expected.