

Novel Foods to spotlight inclusive snack innovation at WTCE 2026

This is a special feature from the [April 2026 WTCE Hamburg issue](#) of *PAX International* on [page 62](#).



Indulge Corn Snacks are currently served onboard Emirates, Virgin Atlantic, Etihad and American Airlines

As a family-run business that works with ethical partners, [Novel Foods](#) puts a focus on flavor innovation and creating memorable moments for passengers through onboard snacks at the forefront.

Novel Foods' Indulge Corn Snacks are currently served onboard [Emirates](#), [Virgin Atlantic](#), [Etihad](#) and [American Airlines](#), while the Primadeli range is flying with [Delta Air Lines](#).

"We are proud to partner with some of the world's leading premium airlines, providing snacks that are

thoughtfully crafted and suitable for a wide range of dietary preferences,” Puyan Moslehi, Sales Director at Novel Foods, tells *PAX International*.

He says that presently, Novel Foods is primarily focused on expanding its presence across both European and U.S. markets, while also preparing for its official retail launch in the U.K.

Last year, the Primadeli Authentic Italian Bites range introduced several new flavors, including Coffee Bites, Maple & Smoked Pecan Twists and Cranberry & Sage Twists, the latter two forming part of Novel Foods’ Seasonal Flavours range.

“These were developed in collaboration with a talented NPD team of more than 30 specialists who help us explore new flavor concepts,” Moslehi explains. “Development is guided by our own research into emerging flavor trends, as well as feedback and requirements from airlines.”



Puyan Moslehi, Sales Director, Novel Foods

Feeding inclusivity

With a growing demand for allergen-free snacks onboard, Novel Foods emphasizes that its Indulge Corn Snacks are vegan, gluten-free and do not contain nuts.

“By removing common allergens while maintaining strong flavor and texture, the Indulge range offers airlines a snack that can be served confidently to a broad passenger base,” Moslehi says.

He adds that Novel Foods sees this inclusivity as an important part of the future of onboard snacking.²

"The goal is not only to meet dietary requirements but to ensure that allergen-friendly products still deliver on taste and indulgence," Moslehi tells PAX.

PRIMADELI

TASTE ADVENTURES



Authentic Italian Bites

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Snacks on the show floor

At WTCE 2026, Novel Foods will showcase the continued evolution of its snack portfolio, including the latest flavors in the Primadeli Authentic Italian Bites range and new packaging formats for Indulge Crunchy Corn Nibbles. It will also introduce an addition to the Indulge brand: New and improved Tortilla Mini Chips.

"We want the industry to see Novel Foods as a partner that truly understands the needs of airline catering, from portion control and shelf stability to dietary inclusivity and premium presentation," Moslehi concludes.