

British Airways adds Novel Foods' Indulge corn snacks to European service

This is a special feature from the May 2026 [Post-WTCE/Awards issue](#) of *PAX International*, on [page 7](#).

Indulge® x BRITISH AIRWAYS

Now onboard selected European flights.



"The Great British Crunch" range of corn snacks for British Airways by Novel Foods

[Novel Foods](#) has announced that Indulge corn snacks are now being served onboard [British Airways](#) European flights. Passengers can discover "The Great British Crunch" range, which is an exclusive British Airways design created in collaboration with the airline. "The Great British Crunch" range of snacks is built around Novel Food's Indulge crunchy corn snacks.

Developed specifically for the onboard experience, the range combines bold flavor, convenience and allergen-free credentials in a format tailored for travel.

"As an independent family-run business, seeing our products onboard British Airways is a proud moment for the whole team! A big thank you to everyone who has supported our journey so far," Novel Foods tells *PAX International*.