

# Snack and beverage review

This is a special feature from *PAX International's* December 2020 [FTE APEX Virtual Expo digital edition](#).



Snackbox To-Go's innovation center is still open for in-person client product presentations and collaborations as it's spacious enough to adhere to social distancing guidelines

## **Snack update**

[Snackbox To-Go](#) is able to use its 300-square-meter Roosendaal, Netherlands-based innovation center during the pandemic. Clients can keep a safe social distance while tasting products from the modern airline oven and all presentation equipment is available for product demonstrations.

The company's offerings for safe onboard snacking include its renowned pre-packed fries, vegan pockets and sausage rolls and more. Its pre-packaged sandwiches are available fresh and frozen, and have a long shelf life with allergen info on the pack. At its FSSC22000 approved food safe environment, products can be packed, sealed and individually wrapped on four production lines, with an additional fully automatic line for packing boxes being installed.

[En Route International](#) launched two new product ranges in late summer designed to build confidence for passengers in premium cabins. The product ranges are "ovenable" and individually flow-wrapped bakery items, and a "flip and peel" cheese platter.

The flow-wrapped products include an array of both savory and sweet bakery items such as bread rolls and garlic bread, alongside croissants, Danish pastries and more. They can be presented as part of En Route's existing Baker St. brand or designed with an airline's branding on any packaging.

The platter is made up of three cheeses and garnishes wrapped in newly-designed packing, which is opened by the passenger. The packaging doubles up as a high-quality cardboard platter, minimizing cabin crew handling as part of the process. Cheeses are sourced from across the UK and Europe and with a focus on variety, quality and safety.

Netherlands-based cheesemaker [Beemster](#) has developed four new cheese platter concepts based on 'never touched before' philosophy for less handling between caterer, crew and passenger.

The solutions include:

- a plastic four-compartment, flow wrapped tray, with the option to add a self-adhesive airline branded label
- a four-compartment tray with transparent plastic lid and branded banderole closure
- a platter in an enclosed box with printed information about the cheeses for a more premium experience
- a paper-based pouch that holds the platter. In the fourth concept, the cheese is not visible until the package is opened by the passenger but it uses less plastic

### Thirst quenchers

[Radnor Hills'](#) Tetra Pak juices come with a telescopic straw for passengers to tuck under the facemask when taking a sip, and then push back into the recyclable pack once finished. This eliminates removing masks and the need for crew to touch the straw.

The company has also launched its Infusion zero-calorie drinks in canned format. The drinks are naturally infused with real fruit extracts with a "gentle sparkle," ideal for passengers requesting a less sweet profile or a low-calorie option without sacrificing taste.

### JetBlue unveils Mint® service update



DHG cocktails will be shaken onboard the Mint cabin

[JetBlue](#) has revealed the first major refresh of its JetBlue Mint® service with food and beverage input from SoHo-based [Delicious Hospitality Group](#) (DHG). The menu will feature small plates, meals with seasonal ingredients and a selection of international wines and craft cocktails. To complete the experience, DHG redesigned tableware to resemble New York City tabletops and shared access to their music playlists.