

Snackbox To Go launches carbon footprint monitor, introduces expanded innovation team

This is a special feature from the [September 2025 IFSA Global EXPO](#) issue of *PAX International*, on [page 44](#).



Snackbox To Go is known for its food offerings, specifically fries which it will be showcasing at IFSA booth 366

Fueling flights, cutting carbon with Snackbox To Go

As airlines worldwide strive to meet ambitious environmental, social and governance (ESG) targets, [Snackbox To Go](#) is stepping up with a powerful new tool: the Snackbox To Go Carbon Footprint Monitor. Designed specifically for inflight catering, the monitor offers airlines measurable, actionable data on the environmental impact of each product it serves onboard.

“We see a growing demand for transparency and accountability when it comes to sustainability,” says Kees Verschuure, Sales Director at Snackbox To Go. “Our Carbon Footprint Monitor gives airline customers the information they need to make informed choices—from ingredients to packaging to logistics.”

Built on four core pillars—insight, off-setting, reduction and optimization—the monitor provides cradle-to-delivery CO₂ data for each product using externally verified lifecycle analysis. This allows airlines to track emissions down to the gram and align catering decisions with sustainability strategies and

tender requirements.

The tool also enables certified carbon offsetting, with verified, traceable projects available at both product and SKU levels. On the operations side, Snackbox To Go works with supply chain partners to reduce waste, improve logistics and introduce ingredient substitutions, such as plant-based alternatives and lower-impact packaging materials.

“Our approach goes beyond data,” adds Verschuure. “We are actively helping customers reduce footprint without sacrificing quality or passenger satisfaction.”



The Carbon Footprint Monitor offers customers and internal teams a clear picture of the company’s carbon footprint

Team expansion supports sustainability vision

In a move to strengthen its innovation pipeline, Snackbox To Go tells *PAX International* it has expanded its development team with the recent appointment of Else Meijer as New Product Development Manager. A seasoned food technologist, Meijer brings deep expertise in food science and product performance.

“Else’s role will be key in co-creating new flavor profiles with our airline partners through dedicated innovation sessions,” says Verschuure. “She will also help ensure our offerings reflect global market trends and meet evolving inflight expectations.”

With this expanded team, Snackbox To Go is combining culinary creativity and scientific rigor to deliver inflight snack solutions that are sustainable, scalable and tailored for tomorrow’s passenger.

Highlighting boxed fries concept at IFSA Global EXPO

Snackbox To Go is returning to this year’s IFSA Global EXPO in Long Beach with an expanded lineup of its popular boxed fries concept, continuing to serve up hot, crispy innovation at altitude.

Well known for its crispy crinkle-cut fries, the company will debut several new potato snack options at booth 366, including thin and crispy fries, straight-cut fries, spicy wedges and hashbrown fries. These additions are designed to offer airlines greater flexibility in building satisfying, snackable inflight menus that align with passenger cravings.

“Americans love their fries, and serving a hot, crispy portion at 30,000 feet is no longer a luxury—it is

a must-have,” says Kees Verschuure, Sales Director at Snackbox To Go.

With a focus on sustainability, transparency and culinary creativity, Snackbox To Go continues to position itself as a reliable partner for airlines seeking premium, easy-to-serve potato snacks onboard.



The Snackbox To Go booth at WTCE 2025