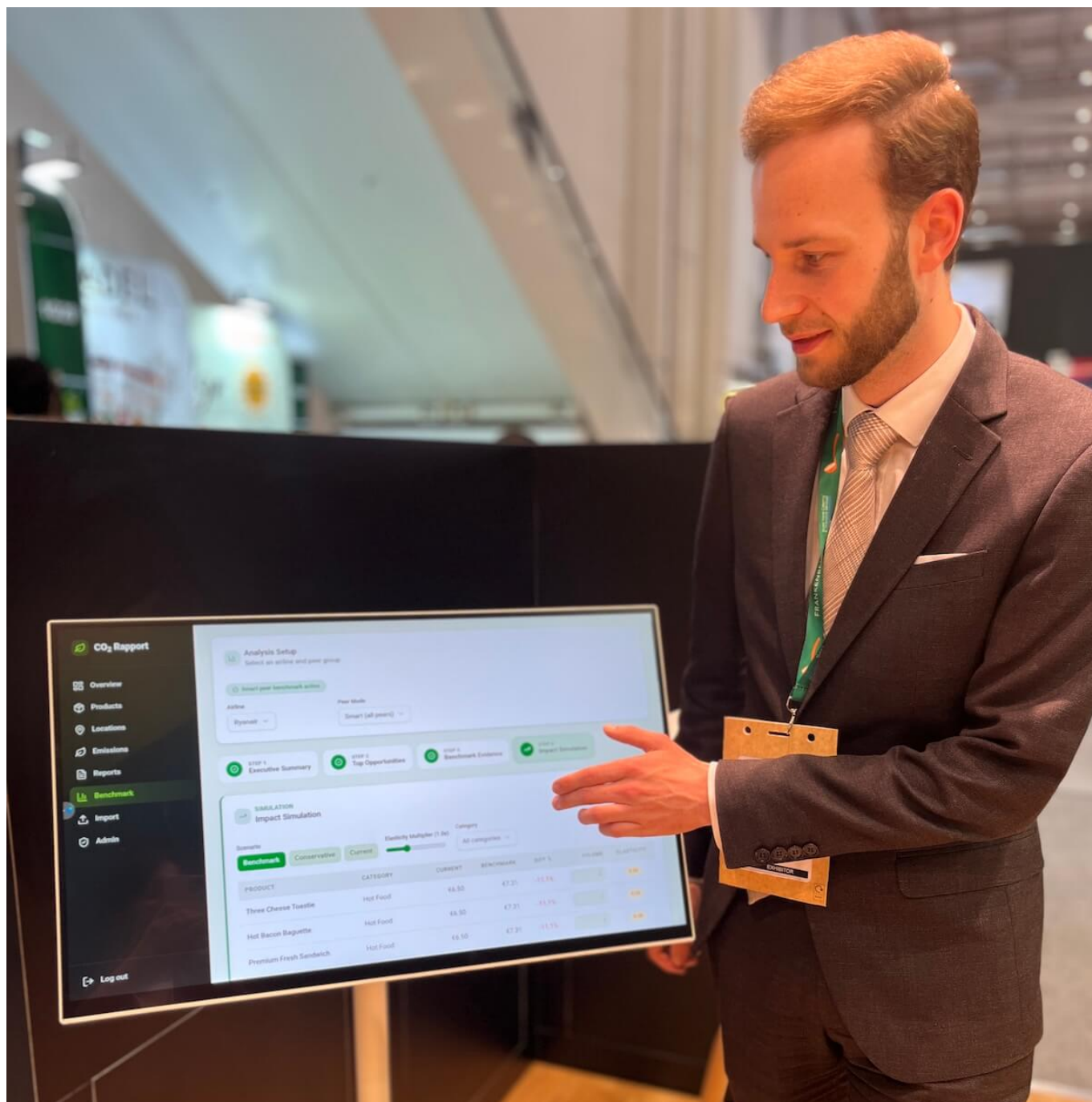


Snackbox To Go sharpens airline BoB strategy with benchmarking tool



David Verschuure, International Sales Manager, Snackbox To Go, demonstrates the BoB Benchmarking Tool at WTCE 2026

[Snackbox To Go](#) is positioning itself as more than an inflight F&B supplier with the development of its BoB Benchmarking Tool, displayed at WTCE 2026.

The tool allows an airline to compare its onboard menu with those of other carriers across Europe for buy-on-board products. This gives airlines access to competitive insights on pricing, assortment and category structure, helping to identify where onboard retail strategy is in alignment with the market and where there are opportunities for improvement.

“Snackbox To Go has built a unique dataset and understanding of the European buy-on-board landscape,” David Verschuure, International Sales Manager, Snackbox To Go, tells *PAX International*.

Verschuure says the company’s work with airlines across different regions and business models provides insight into what works commercially, as well as where there are missed opportunities.

The BoB Benchmarking Tool allows airlines to analyze assortment size and structure, pricing across categories, subcategories and individual product types, assortment depth within specific categories and “white spaces” where revenue opportunities may be untapped.

Competitive pricing is one of the tool’s key advantages, Verschuure explains.

By understanding how similar products are priced on other European airline menus, carriers can make more informed decisions about buy-on-board offerings.

The BoB Benchmarking Tool and data are not publicly available but are offered exclusively as a service to Snackbox To Go’s airline partners.



The Snackbox To Go team at WTCE 2026

“Rather than monetizing the data itself, we use it to create ongoing value for airlines we work with, supporting them in making better commercial decisions and strengthening long-term collaboration,” Verschuure says.

The launch reflects a broader strategic direction for Snackbox To Go. The company has traditionally been known for inflight snack concepts, but it is increasingly becoming involved in wider onboard strategy, including what airlines offer, product pricing and how the onboard experience resonates with passengers.

“Our goal is to support airlines not just with products, but with the insights and tools needed to

optimize both commercial performance and passenger experience,” Verschuure explains.

Snackbox To Go sees the BoB Benchmarking Tool as the starting point for a larger vision. The company is developing additional layers of intelligence to support airline partners, including deeper commercial insights and models that help airlines better understand passenger preferences, behavior and onboard experience dynamics.

“Ultimately, we believe the future of inflight lies at the intersection of product, data and experience,” Verschuure says. “By combining these elements, we aim to help airlines unlock additional revenue while simultaneously enhancing the passenger journey.”