

Snackbox To Go to unveil premium toasties, sustainable concepts at WTCE 2026

This is a special feature from the [April 2026 WTCE Hamburg issue](#) of *PAX International* on [page 64](#).



Kees Verschuure, Sales Director, Snackbox To Go

At WTCE 2026 in Hamburg, [Snackbox To Go](#) is showcasing a fresh wave of innovation with its range of premium Grilled Toasties. Backed by its advanced production line, these toasties arrive to airline customers fully grilled, cutting down reheating time onboard while maintaining excellent taste and texture. Available in fully printed flow-wrap film or premium luxury carton boxes, both packaging options are ovenable for a perfectly hot and fresh passenger experience.

The toasties come in a variety of flavors including Triple Cheese, Ham & Cheese, Chicken Chimichurri and Pesto-Ricotta with Grilled Courgette. Snackbox To Go invites customers to collaborate in creating exclusive, tailored flavors that align with the brand and passenger preferences.

Snackbox To Go is also presenting new sandwich flavors alongside a playful new snackbox concept featuring mini pizza, fries and popcorn chicken. Already popular in retail, the snackbox is positioned as an engaging onboard meal option. Asian-inspired concepts are also on the horizon, reflecting the company's growing focus on culinary diversity and experiential snacking.

Snackbox To Go is increasingly emphasizing "concepts over products," Sales Director Kees

Verschuure tells *PAX International*. Its “country range,” for example, transforms a simple snack into a culinary story, offering passengers a taste of global destinations and a more memorable onboard moment.



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Sustainability is central to the brand’s strategy. The company’s Snackbox To Go Carbon Footprint Monitor enables airline partners to evaluate the environmental impact of each product, with ratings for the most sustainable options down to higher-impact items. The monitor is built around four pillars: Insight, Compensation, Reduction and Optimization, providing actionable data to help airlines make smarter menu choices while reducing carbon output at the product level.

This year, Snackbox To Go is also proudly part of the WTCE ‘Steps to Sustainability’ program, Verschuure shares. The program highlights its commitment to practical, data-driven environmental action.

“The initiative reflects years of internal sustainability work and offers both Snackbox To Go and our customers a tangible path toward lower-impact catering solutions,” he says.

Throughout WTCE, visitors can taste Snackbox To Go latest concepts, experiencing how innovation, flavor and sustainability are coming together to redefine the onboard snacking experience at booth 1G20.



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