**Retail inMotion further expands SWISS’s premium retail concept**

**DUBLIN, Ireland, February 26, 2021** – The partnership between Retail inMotion (RiM) and Swiss International Air Lines (SWISS) concerning the development and management of a customer-centric and premium retail concept was announced in November 2020. RiM is delighted to join forces with Switzerland's flag carrier, in launching Confiserie Sprüngli’s fresh, flavourful and sustainably packaged products to passengers in Economy class on most European short- and medium-haul flights from/to Zurich and Geneva.

RiM welcomes the opportunity to collaborate with SWISS to identify, develop and select products that are synonymous with the Confiserie Sprüngli brand. The Zurich-based chocolatier, which belongs to the pioneers of Swiss chocolate producers, is best known around the world for Luxemburgerli, its signature macaroons and exquisite chocolate creations but has also made a name for its selection of fresh salads, sandwiches and tasty snacks. All these products, along with a selection of snacks from Switzerland’s most beloved brands will become available on board from March 30th from/to Zurich and April 28th from/to Geneva.

The culinary offer, managed by Retail inMotionin cooperation with Sprüngli, includes Hörnli pasta salad, iconic sandwiches, traditional Swiss cold cuts platter, as well as Bircher Muesli and Luxemburgerli, mini-macaroons filled with a light cream made of fresh, natural ingredients.

SWISS Saveurs is a unique program that gives Economy Class passengers the opportunity to upgrade their inflight experience by purchasing premium fresh products. “The new culinary offer, managed by Retail inMotion in cooperation with Confiserie Sprüngli for SWISS, puts an emphasis on quality, freshness, sustainability, and Swiss identity,” said Manuel Hübschmann, Retail Director at Retail inMotion. “Working on this project with Sprüngli has been an enriching experience, which is reflected in the carefully chosen products as part of the SWISS Saveurs program, as they follow the same recipes used in Sprüngli cafes, therefore bringing the authentic Sprüngli experience to the skies.”

Tamur Goudarzi Pour, Chief Commercial Officer at SWISS says: “At SWISS, we are delighted to present to our guests a delicious selection from Confiserie Sprüngli, a locally based partner with a long tradition and an international reputation. This enables us to offer a high-quality and varied selection of fresh snacks to our Economy Class guests. Hence, we would like to thank both Confiserie Sprüngli and Retail inMotion for the smooth cooperation during the implementation of SWISS Saveurs.

The new food and beverage offer will become available on SWISS’ short- and medium-haul flights starting March 30th from Zurich and April 28th from Geneva.

 **About Retail inMotion**

[Retail inMotion](https://www.retailinmotion.com/) is an onboard retail and technology expert for the travel industry. Its culture of collaboration and innovation continues to help it in steadily strengthening its position in the global onboard-retail industry. RiM offers proprietary products, solutions and services in technology, crew engagement, product development, and fully outsourced onboard-retail services.

Retail inMotion is a wholly owned subsidiary of the [LSG Group](https://www.lsg-group.com/). In 2019, the companies belonging to the LSG Group achieved consolidated revenues of EUR 3.4 billion.