**Retail inMotion and Lufthansa bring new catering concept to Economy Class passengers**

**DUBLIN, Ireland, May 26, 2021** – Retail inMotion (RiM) is proud to support Lufthansa on their path to a new catering concept. As of today, Economy Class passengers on short- and medium-haul flights will be able to purchase fresh, sustainable, high quality food and beverage products from the “Onboard Delights” menu, the airline’s new culinary program.

RiM collaborated with Lufthansa to identify, develop, and select products for the culinary offer, alongside dean&david, a healthy fast casual food company from Munich that prioritises freshness and quality in products, and Dallmayr, a traditional Munich-based company which prides itself on its high-quality hot beverages and delicacies from all over the world.

Lufthansa is now offering a wide range of innovative products, such as sandwiches and salads, sweet and savoury snacks, and fine coffee and cake specialties, all with sustainable packaging components. In addition to the falafel tahini salad, crunchy chicken bowl, and freshly made Bircher-muesli, which follow dean&david’s recipes, passengers can also purchase products from Dallmayr. Its project coffee Dano, whose name stems from a cultivation region in Ethiopia, which is supported by the Munich-based company through projects such as building schools and establishing a coffee cooperation. The menu also includes various cake specialities, bio teas, such as Alpine Herbs and First Flush Darjeeling, as well as hot chocolate and handmade pralines from the Dallmayr factory. The fresh product assortment, managed by Retail inMotion in cooperation with Lufthansa and its brand partners, is updated every three months.

Thanks to Retail inMotion’s various past implementations, we already had the required toolkit that allowed us to tailor the processes to Lufthansa’s needs. Although most tasks were performed virtually and face-to-face interactions were not allowed, this experience showed that we can now safely eliminate some of the need for travel without sacrificing efficiency. Building trust through video conferences and taking time to connect with each other is essential to business success, especially when different teams, departments, and companies work together. The pandemic made all this harder but, as everyone was working toward the same goal, the transition was very successful and we are excited to see the results on board.

“Collaborating with Lufthansa to create a premium catering concept that allows passengers to select from a wide range of high-quality food and beverage products on board has been a rewarding experience,” said José Lirio Silva, Head of Onboard Retail Europe for Retail inMotion. “RiM appreciates the opportunity to support Lufthansa in implementing the new concept and building a best-in-class passenger experience by zooming in on quality and sustainability.”

Björn Bosler, Project Manager Onboard Delights at Lufthansa Group, explains: "With Retail inMotion, we have found the ideal partner for the practical implementation of our new Europa product in Economy Class. RiM guarantees perfect implementation from assortment compilation to logistics and guest billing for all hub airlines."

**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.