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## **GREATER BAY AIRLINES AWARDS ONBOARD-RETAIL MANAGEMENT AND CLASSIC CATERING CONTRACT TO LSG GROUP**

**Hong Kong, May 26, 2022** — This week, Retail inMotion (RiM) Asia, the LSG Group's expert brand for Onboard Retail (OBR), has been awarded a contract by Greater Bay Airlines (GBA) for their onboard-retail management, including the technology aspect of the program. The onboard-retail program covers both F&B (food and beverages) and boutique products. This is therefore a double deal, as classic catering has already been awarded to LSG Sky Chefs in Hong Kong at the end of 2021. The LSG Group is hence providing a one-stop-shop solution through their OBR expertise at RiM, plus the classic-catering service from its Hong Kong LSG Sky Chefs facility.

"Both services complement each other perfectly, and thus provide customers and their passengers with a completely new customer experience on board," said HK Cheung, Head of the LSG APAC region, during the signing ceremony on May 24 in Hong Kong. "I am very grateful for the trust that Greater Bay Airlines has placed on our company and proud of my team, which together with the RiM team has made this success possible."

"From the very beginning that we worked with LSG Sky Chefs on the classic-catering offer, we realized that our companies were a good fit," added Algernon Yau, CEO of Greater Bay Airlines. "Retail inMotion is the expert and market leader in OBR and is the partner of choice for our onboard-retail program offering to our passengers. We are looking forward to a strong and trusting cooperation starting this summer."

GBA is a newly founded international airline based in Hong Kong. It presently has two B737-800 aircraft, with a third one set to join the fleet by late 2022. They aim to grow to over 30 aircraft by 2026. GBA has been granted the licenses to operate from Hong Kong to 104 destinations, including the Chinese Mainland and other Asian destinations in the region. It plans to launch its inaugural flight this July, and the OBR program in September.

*The LSG Group is the quality and technology leader in airline catering and related markets. It has two strong, independent expert brands: LSG Sky Chefs, a globally active catering specialist with the highest hygiene and quality standards for airlines, the home-delivery market and retail. Retail inMotion, which specializes in on-board retail, product development and technology solutions, sets standards with its understanding of partnership and its innovative strength.*