**Retail inMotion joins forces with dean&david and Dallmayr to support Lufthansa on their path to a new catering concept**

**DUBLIN, Ireland, January 27, 2021** – In late 2020, Retail inMotion (RiM) announced an exclusive partnership with Lufthansa that would support the airline to implement a new catering concept. Together with Lufthansa, RiM is thrilled to join forces with dean&david and Dallmayr, to bring fresh, sustainable, and high quality products to Economy Class passengers on short- and medium-haul flights. The collaboration with the two brand partners, who are known for their premium products, sets the pace for a successful implementation of the new catering concept.

RiM welcomes the opportunity to collaborate with dean&david, a healthy fast casual food company from Munich that prioritises freshness and quality in products, as well as sustainability through its environmentally friendly packaging, and Dallmayr, a traditional Munich-based company which prides itself on its high-quality hot beverages and delicacies from all over the world.

The culinary offer, which follows dean&david’s recipes, includes salads, bowls, wraps and sandwiches that are prepared fresh every day. In addition to the salmon avocado bowl, falafel tahini salad, crunchy chicken bowl, sweet chilli chicken sandwich, and freshly-made Bircher-muesli, passengers will also have the option to choose "Best of dean&david Boxes". The assortment of fresh products is updated every three months.

The Dallmayr assortment includes 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, organic teas, such as Alpine Herbs and First Flush Darjeeling, as well as hot chocolate and handmade chocolate from the Dallmayr factory.

“Working with dean&david and Dallmayr to bring high-quality food and beverage products on board Lufthansa flights has been a great experience for us,” said Stefan Patermann, Chief Executive Officer of Retail inMotion. “We are proud to contribute to Lufthansa’s goal of building a best-in-class passenger experience by zooming in on the details that make the difference in purchasing decisions, namely sustainability, individualisation, and overall quality standards,” added José Lirio Silva, Head of Onboard Retail Europe for Retail inMotion.

Christina Foerster, Executive Board Lufthansa Group Customer, IT & Corporate Responsibility, explains: "Our partners dean&david and Dallmayr stand for outstanding quality and responsible action. In addition to the satisfaction of our guests, the topic of responsibility for the environment is also very important to us. We use almost exclusively sustainable materials for our packaging. Furthermore, we ensure that less food is wasted through more accurate production. We are pleased to be able to offer our passengers fresh products on European flights that taste delicious."

The new food and beverage offer will become available on Lufthansa’s short- and medium-haul flights in the course of the summer timetable 2021.

 **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.

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