

# BREAD & BAKERY



Delivering the finest bread and bakery items from premium suppliers from around the globe.

DELIVERED BY  
*e*  
**ROUTE**



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# NEED BREAD & BAKERY ONBOARD?

*We'll rise  
to the occasion...*



# BREAD & BAKERY

## AN INTRODUCTION



*Our goal is to make bakery simple.*

Bread and bakery is where En Route began and it remains one of our deepest areas of expertise.

What started as a specialist bakery programme for airlines has evolved into a globally integrated category for both airlines and airline caterers, combining expertly sourced products, bespoke formats and packaging with a proven international supply chain platform.

Through our worldwide network of premium and artisan manufacturing partners, we deliver consistent quality across regions, routes and cabins - from economy through to first - without compromising operational efficiency.

With advanced demand planning, flexible formats and tailored packaging solutions, we make it easy to deliver a premium bread and bakery experience at scale.

# PARTNERS & PROVENANCE



*From little seeds...*



At the heart of our Bread & Bakery Programme lies an uncompromising dedication to sourcing the world's finest breads, bakery and pastries.



Through our extensive supplier network, we source from leading specialist and high-end bakeries renowned for quality, ethical farming practices and regional provenance.



At the same time, we recognise the evolving needs of today's passengers, and work closely with our producers to develop new products to reflect future trends and influences, making sure you are always ahead of the curve.

# SOURCING PROCESS

*With great flour comes great responsibility...*



*At En Route, we collaborate with bakeries to innovate and introduce new flavours and concepts to the market.*

First and foremost our products and the ingredients within them are sourced to create not only delicious but entirely trustworthy baked goods. We look for supply partners who share our passion for quality, precision and taste and those who are experts at what they do.

Our manufacturing partners are subject to strict international audit and compliance standards. We conduct thorough assessments of their Accreditation, Technical and Quality assurance standards so you can trust that the breads and pastries we supply meet the same exacting requirements we have set from their initial development to their launch onboard.

# STORING, SLICING & PACKING

*Are you  
breadly for it?*



As a delicate yet staple item, the approach to storing, slicing and packing bread and bakery items is critical to ensure the highest quality and consistency across the shelf life of the product.

Our recipe development and production methods are designed to enhance product quality and performance in flight. We understand the challenges of re-heating and serving bread on board and how this can affect the quality of your finished product. We ensure the correct levels of dough hydration, flavour and seasoning for optimal enjoyment at altitude and support this with appropriate packaging solutions which are selected based on their performance and suitability for the specific product.

# BREAD

We believe that bread should enhance your meal service, and our comprehensive bread programme makes this effortless, ensuring consistency around the globe.



*Whether you're seeking the simplicity of a sourdough or the flexibility of a flatbread, our bread solutions cater to all preferences.*



En Route's category experts partner closely with your culinary and procurement teams to design bread selections that evolve with the seasons, delight your passengers and reflect your brand.

As part of your bakery rotation, we present a fresh curation of standout breads, carefully selected to suit your cabin class, route, passenger demographic, and budget.

These regular rotations keep your onboard offering dynamic, relevant, and memorable without adding operational complexity.

*From premium to economy,  
single to multi-serve, we've got  
a bread solution for you.*



## Bread Rolls

From a 30g Economy roll to flavour-enriched First Class focaccias, our extensive variety of bread rolls caters to diverse tastes, making bread onboard an elevated experience.

## Sandwich Rolls

The filling might be the star of the show when it comes to sandwiches, but our bread is more than just a supporting character.



## Butter-filled Rolls



With different weights of roll & butter flavours available, our Butter-filled Rolls offer flexibility and premiumisation and do not need additional butter or oil served alongside.

## Sliced Loaves



Pre-sliced to a uniform thickness for consistency and premium quality, our sourdough loaves are available in a range of styles to suit ever-evolving passenger tastes.

## Speciality Bread



Adding a touch of elegance to upper class cabins, our speciality breads are created using only the finest quality ingredients. From Arabic flatbreads and wraps to cocktail blinis, they also offer versatility for an unforgettable second service.

# PACKAGING SOLUTIONS

# BREAD



We offer our bread and bakery products in various packaging formats, from single to multi-serve bread bags, to premium sliced loaves and bulk-packed sandwich breads, to individually flow wrapped rolls for all cabins.

# Flow Wrapped

Designed for economy tray sets

Each roll is individually flow wrapped for freshness and supplied frozen, ensuring an extended shelf life, the highest levels of food safety and ease of handling.



Available as part of a single bulk order or mixed & matched with other breads from our range.	Ovenable flow wrap allows items to be heated directly in their packaging, reducing handling time.
Should the product require it, perforated packaging enables even heat distribution and moisture release to avoid sogginess without compromising texture or quality.	Minimised contamination risk.
	Printed with allergens for clear customer communication.

# Single & Multi-serve Bread Bags

Whether you'd like a mixed selection or multiples of the same roll, we pack our ovenable bags to your requirements.



Simply heat and serve

Standardised packaging simplifies inventory and loading.	Customised product choice offers variation and interest to bread selection, and helps reduce wastage – mix and match different breads to suit specific requirements.
Fully optimised to fit your oven space.	
Ovenable bags reduce handling and prep time for cabin crew. Just simply heat and serve.	Should the product require it, perforated packaging enables even heat distribution and moisture release to avoid sogginess without compromising texture or quality.
Minimised contamination risk.	
Mixed bags can replace multiple SKUs.	Robust enough to cope with all parts of the handling, shipping and storing process.

# Sliced Bread Bag

Consistency is key! And it's guaranteed with our sliced loaves



From a full loaf to pre-sliced garlic bread as part of a meal accompaniment, there are a number of options to choose from.

Eliminates the need for manual slicing during tray assembly or onboard prep.	Uniform slices ensures predictable portion sizes and presentation.
Reduces touchpoints compared to bulk loaves or loose slices.	Packed into ovenable packaging for a warm bread service.
Should the product require it, perforated packaging enables even heat distribution and moisture release to avoid sogginess without compromising texture or quality.	

# Bespoke Printed Film

Elevate your brand with bespoke printed film



Set your onboard bread apart with bespoke branding, messaging or marketing activations.

- Reinforce brand identity with every service.
- Enhanced passenger perception with branding that signals quality, care and professionalism.
- Helps maintain a unified visual identity across all inflight experiences.
- Marketing and communication opportunities, with branded messaging or QR codes to turn each item into a subtle marketing touchpoint.

# Speciality Packs

Speciality breads can offer a wide range of benefits to your cabin, and our packaging helps you make the most of it.

We are able to source a range of speciality and seasonal products, with bespoke packaging designed to appeal across cabin classes and routes.

Protective packaging shields against mould, staleness, breakage, and contamination during transit and storage.

Can be paired with ovenable packaging for warm bread service.

Reduces touchpoints during catering prep and onboard service, lowering contamination risk.



All ovenable PET flow wrapped solutions are also available using ovenable rPET flow wrap.



# BAKERY

Indulge passengers with our exclusive range of sweet and savoury pastries sourced from the best specialist bakers around the globe.



# BAKERY

*Our diverse range of pastries cater to all passenger preferences. That's our guarantee.*



Each pastry is testament to the **craftsmanship and expertise** of bakers, dedicated to creating moments of delight in every bite.

Our commitment to reducing food wastage is reflected in our delivery method. Our viennoiserie and pastries are delivered fully baked and frozen, packed for your optimal loading ratios and crew service convenience. This allows for **maximum freshness and minimised wastage**, whilst offering airlines the convenience of serving delightful pastries whenever their passengers are ready to indulge.

*Golden brown, perfectly flaky and flavoured to perfection, our pastries take passengers sky high.*



## Croissants

Classic, traditional and a real crowd pleaser, our golden brown croissants are available in a range of weights, using different types and percentages of butter (and butter blends if required), with options to suit a variety of price points.

Starting from 35g, to larger all-butter croissants – made with pure French butter – for premium cabins, we can also cater for specific dietary requirements such as egg-free.

## Mini Pastries



Sweet or savoury, our mini pastries make a delectable addition to any service. Perfect as an indulgent addition to a breakfast or afternoon selection basket. From traditional classics such as Pain au Raisin to bespoke developments to cater for passenger demand, they really are the crème de la crème of inflight catering.

## Filled Pastries



Versatile, flexible and great for seasonal rotations or brand activations, our filled sweet or savoury pastries deliver great flavour whilst being optimised for crew and caterer efficiency.

# PACKAGING SOLUTIONS

# BAKERY



We offer our bakery products in various packaging formats, from pastry selections in ovenable trays to individually flow wrapped sweet or savoury filled pastries, or even to single serve portions for all cabins.



# Individually Flow Wrapped

Individually flow wrapped for freshness.

Choose a bespoke branded option for a retail-inspired passenger experience.



Great for tray sets

Ovenable flow wrap allows items to be heated directly in their packaging, reducing handling time.

Minimised contamination risk.

Perforated packaging enables even heat distribution and moisture release to avoid sogginess without compromising texture or quality.

# Individually Boxed

A premium presentation enhancing the perceived quality of the meal.

Choose a bespoke branded option for a more impactful passenger experience.



Ideal for Business Class

Simplified tray assembly – no need for additional wrapping.

Easy for passengers to handle and eat without mess.

Easy to swap for different pastry types or flavours (e.g., sweet, savoury, seasonal) without changing the box footprint.

Minimised contamination risk.

Ventilation holes can be incorporated into the design if required, to ensure crispiness is maintained after heating.

Ovenable, allowing items to be heated directly in their boxes, reducing handling time.

Can be configured to any airline oven, skid, drawer or tray for optimised stowage.

Bespoke designs can reinforce your brand and add a touch of personalisation to the meal experience.

PEFC-endorsed packaging.

# U-Card and Flow Wrapped

Packaging to preserve and protect. Works well with sweet or savoury items and supports seasonal or regional menu rotations.



Serve with a meal or as part of a second service

Easy for passengers to handle and eat without mess.
Individually sealed packaging protects products from contamination during transport and handling.
Ovenable, allowing items to be heated directly in their packaging, reducing handling time.
Minimised contamination risk.
Great visual appeal as product can be viewed through the film.
Can be configured to any airline oven, skid, drawer or tray for optimised stowage.
Easy to swap for different pastry types or flavours (e.g., sweet, savoury, seasonal) without changing the product footprint.
Maintains shape and presentation even after reheating or chilling.
U-Card is recyclable, compostable and plastic-free.

# Ovenable Trays

Premium trays offering a selection of our finest pastries.

With our oven-ready trays, all your team needs to do is heat and serve.

Ensures even heating and consistent results across all items.	Minimises manual contact with delicate items.
Ideal for high-volume operations with tight schedules or for single service in premium cabins.	Reduces need for foil wraps, boxes, or additional serving ware.
Mix and match with other bread and pastry items for added flexibility.	Stackable and recyclable in the paper waste stream.
	FSC-endorsed

Simply heat and serve



# SO MANY OPTIONS

Our bread and bakery service is fully customisable, with multiple different products able to be combined into the same packaging. This not only helps reduce wastage, as you are only ordering what you need, it also helps offer a more versatile inflight experience for your passengers.

Here's an insight into exactly how...

## BREAD

PACKAGING TYPE →	Flow Wrapped	Single & Multi-serve Bread Bag	Bespoke Printed Film	Speciality Packs	Bulk
PRODUCT TYPE ↓					
Small Bread Rolls (30g+)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>		<input checked="" type="radio"/>
Large Bread Rolls (40g+)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>		<input checked="" type="radio"/>
Sandwich Rolls	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>		<input checked="" type="radio"/>
Butter-filled Rolls	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>		<input checked="" type="radio"/>
Sliced Loaves	<input checked="" type="radio"/>				<input checked="" type="radio"/>
Arabic Bread				<input checked="" type="radio"/>	<input checked="" type="radio"/>
Flatbreads				<input checked="" type="radio"/>	<input checked="" type="radio"/>
Blinis				<input checked="" type="radio"/>	<input checked="" type="radio"/>



## BAKERY

PACKAGING TYPE →	Individually Flow Wrapped	Individually Boxed	U-Card & Flow Wrapped	Ovenable Trays	Bulk
PRODUCT TYPE ↓					
Small Pastries (35g+)	<input checked="" type="radio"/>			<input checked="" type="radio"/>	<input checked="" type="radio"/>
Large Pastries (80g+)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Small Croissants (35g+)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Large Croissants (70g+)	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

# SUSTAINABILITY



We are constantly exploring new ways to enhance our bread and bakery offerings while reducing environmental impact.

In collaboration with airlines and airline caterers, we proactively develop packaging concepts that balance practicality, quality and sustainability – and align ourselves with some of the industry’s best practice to help us achieve this.

Programme for the  
Endorsement of  
Forest Certification



As an umbrella organisation, PEFC (Programme for the Endorsement of Forest Certification) endorse national forest certification systems that have been developed through multi-stakeholder processes and tailored to local priorities and conditions.

With a longstanding commitment to halting deforestation through the promotion of sustainable forest management and products that do not contribute to forest loss, they are committed to continuing this work and strongly support the objectives of the EU Regulation on Deforestation-free Products (EUDR).

Forest Stewardship  
Council



FSC® is trusted by NGOs, businesses, and consumers worldwide to protect healthy, resilient forests for all, forever.

FSC is a non-profit organisation, providing trusted solutions to help protect the world’s forests and tackle today’s deforestation, climate, and biodiversity challenges.

Currently, over 150 million hectares of forest worldwide is certified according to FSC standards, designed to address a broad range of environmental, social, and economic factors.

# OUR APPROACH



## Insights & Trends

Leveraging advanced customer and travel intelligence platforms, our in-house Research & Insight (R&I) team work to discover the most popular trends in bread and bakery, from traditional favourites to the newest innovations. From high-end retail products, viral sensations from boutique bakeries and boulangeries, to luxury dining from across the globe, no stone is left unturned to ensure your inflight menu is bang on trend, no matter where in the world it's flying to.

## Product Safaris & Workshops

Using the research generated by our R&I team, our NPD function undertake product safaris and retail surveillance across some of the industry's best and up-and-coming bakeries, in addition to running team brainstorming and supplier and consumer research sessions across the UK & Europe.



*Ever wondered how a brand-new bread and bakery product comes into being? This is all you knead to know...*

## Supplier Development & Selection

Working closely with our bread and bakery suppliers allows us to collaborate with the perfect partner each time. Supported by our research, our NPD and Procurement teams develop a matrix of specific characteristics that the chosen supplier would need to be able to progress into the development stage.

## Product & Packaging Development



This is where the magic happens! Working with our selected supplier, we develop multiple solutions to fulfil the brief – and we don't stop until we get it right.

Should it be required, our Creative & Packaging team begin working up bespoke brand treatments, optimised to fit the dimensions of the specific oven or skid that it will be placed in.

## Range Presentation

Once we are confident of our progress, we then present to you, amending as necessary along the way. Once you give us the okay, we are ready to move onto the next stage.



## Factory Trials

Our factory trials allow us to validate that absolutely everything is as it should be from a technical perspective, such as QAS and specifications and HACCP processes, as well as reviewing the organoleptic properties – for example, with the 40g Golden Bun, how is the aroma when heated? Is it the right shade of golden brown, and how does the texture contribute to the overall sensory experience? Success of the production is validated against factory trial finalised standards and customer feedback.



## Supply Chain

Once trialled, the product is taken to first production to ensure it can be produced consistently and at scale. Once we are satisfied, it will either be packed at source or be delivered to our co-packers to be packed into the required format before being transported to En Route's warehouse. When required, product is then delivered to the caterer. During this process, En Route will conduct a first production surveillance to ensure each iteration of the process runs efficiently.



## Launch

The product is launched onboard.

Regardless of whether the product is produced in bulk or in artisanal batches, En Route's NPD and Technical teams are involved along every step of the way to ensure product consistency and safety.



# SUPPLY CHAIN

## THIS IS WHERE WE PROVE OURSELVES

With a relatively short shelf life, and a delicate structure, getting bread and bakery items onboard in one piece is really something.

We consider *all aspects of service delivery, actively mitigate risk, avoid commercial issues, and drive efficiencies* throughout the entire logistics process.

Our unique approach streamlines the entire supply chain, improving efficiency, reducing labour costs, and reducing waste – ensuring that *products and solutions are delivered seamlessly, on time, every time, and at scale.*



### En Route's supply chain services can help you with:

Owned and managed inventory models.

Robust demand planning and development of forecasting tools to support with demand fluctuations.

Holding stock within our network, preventing caterers from having to store and manage it in bulk.

Process implementation to ensure seamless operations.

Enhanced visibility into performance and service levels, and detailed reporting on purchase orders and delivery schedules.

Distribution of products across En Route's multiple locations, mitigating operational risks and reducing excess inventories.

An optimised cold chain ensures our frozen products arrives in perfect condition wherever you are located within an airline or caterer network.

# GLOBAL FREIGHT SOLUTIONS

*PUTTING OUR BEST FREIGHT FORWARD...*



Our global freight forwarding services comprise comprehensive logistics solutions that *streamline international shipping*, including:

- multimodal transport,*
- customs brokerage,*
- warehousing and*
- cargo insurance.*

For temperature-sensitive goods, we can provide advanced air freight services that *maintain cold chain integrity and offer real-time monitoring*. Validated cold chain routes also ensure product integrity and regulatory compliance.

Our specialist team hold *extensive expertise in customs*, and can support customers from managing export and import clearance and paperwork, to using *reusable palletised containers* to meet sustainability initiatives. Additionally, with flexible less than load options and digital logistics tools, En Route is well positioned to be a reliable partner for airlines and airline caterers who require efficient, *temperature-controlled global distribution*.

# FORECAST & DEMAND PLANNING

## LOOKING INTO THE FUTURE...

With *precision planning, intelligent forecasting, and proactive supply management*, our demand planning approach combines advanced AI technology with specialist oversight to deliver industry-leading accuracy and confidence.

We deploy a demand forecasting system powered by AI that draws from multiple algorithms and adapts to each individual SKU. This means forecasts aren't just accurate, they're intelligent, responsive, and specific to the dynamic of each product, location and cabin class.

### Core Features:

12-month weekly forecasting by SKU and location.

Continuous learning models, updated and refined based on real-world data.

Actively reviewed and adjusted by supply chain specialists to further mitigate risk.

### Benefits:

01

Improved Forecast Accuracy

We can analyse vast amounts of historical and real-time data to generate more precise demand forecasts, reducing overstocking or shortages.

02

Enhanced Supply Chain Efficiency

We optimise inventory levels and logistics, ensuring materials and products are available when needed, minimising delays, or eliminating them completely.

03

Rapid Response to Market Changes

We can detect shifts in consumer demand, economic trends, and disruptions, allowing businesses to adapt quickly and mitigate risks.

04

Automated Decision Making

By utilising our AI-driven insights, you can streamline decision-making, reduce manual workload and improve your overall operational speed.

05

Cost Reduction

AI minimises waste, improves resource allocation, and reduces excess inventory, leading to significant savings across the supply chain.



# OVERSIGHT & QUALITY ASSURANCE

*WE'RE GREAT  
PROBLEM  
SOLVERS...*

Our approach to product integrity and quality assurance is built on *proactive planning and transparent communication*. We work closely with our partners to ensure availability, manage rare substitutions with minimal impact, and respond rapidly to any incidents.

This ensures *confidence, continuity, and consistency* across every delivery.

## 01

### Availability

Our bread and bakery range is based on available supply coupled with sophisticated demand and planning management to ensure there are no inventory concerns.

## 02

### Collaborative Substitution Process

While substitutions are rare, we have a formalised substitution policy, working closely with our customers to minimise operational impact. We'll always inform you ahead of deliveries, work with you to agree on the substitution and will notify you of any issues within an agreed timeframe.

## 03

### Rapid Incident Response

24-hour incident response and recovery rate with technical, supply chain, account management and customer services support.

## 04

### Quality Assurance & Testing

Weekly product review and surveillance meetings to ensure each product that is arriving within the cycle is kept to our very high standards. Organoleptic and weight testing against agreed specifications.

## 05

### Highest Standards

All partner sites meet strict airline and food safety standards.

# ADDED VALUE

VALUE IS WHAT SETS US APART,  
AND BRINGS US TOGETHER.

Our unique departments and processes are unified under a series of propositions to add value, and bring unparalleled benefits to airlines, catering teams, crews, and the passengers that enjoy them.

Reduce reliance on multiple suppliers. *En Route acts as a single supplier for all bakery items* which reduces your account management responsibilities, providing you with a single organisational point of contact for ordering and issue resolution, and ultimately providing a cost saving through reduced resource allocation.

**Consistent offering** when conducting menu presentations to customers, less SKUs and increased volume through SKU to drive cost down long-term.

We source the **best products from regional suppliers** bringing them together with your chosen selection so you don't have to.

**Mixed pallet deliveries:** reduction in MOQ issues for lower volume stations and SKUs, improves unit stock capacity and leverages En Route's economies of scale to drive cost down long-term.

En Route has a **global network of suppliers** who produce an extensive range of products suitable for all airline customers.



## Bread and Butter Service

Inspired by fine dining and hospitality trends, as well as its onboard suitability, our Bread and Butter service is a premium cabin solution to elevate the dining experience.

We aim to offer bread as a 'course' with accompanying butters and toppings for a personal and interactive passenger experience. Our butter profiles have been developed specifically for inflight dining with umami depth for greater palate stability at altitude.

## Insight-Driven Innovation

Our team of Research & Insight experts stay ahead of cultural, social and economic trends globally – and harness these to improve what we do. Serving a world that's constantly changing, these valuable insights influence everything we do, over every category and every product.

Our approach to bread and bakery is grounded in research that blends real-world immersion with data-driven insight. By exploring artisan producers, retail showcases and global hospitality trends, our team of category and research specialists uncover the latest flavour profiles, presentation cues and dining inspirations from around the world. At the same time, we analyse passenger demographics, cultural preferences and wider consumer behaviours to ensure that these insights translate into onboard relevance.

Our holistic perspective allows us to anticipate what travellers value tomorrow, not just today. Working in partnership with airline and airline catering culinary teams, we shape cheese programmes that balance authenticity with innovation, and creativity with operational practicality.

The outcome for our customers is a programme that elevates the passenger dining experience while giving airlines and airline caterers a distinctive, future-ready offer designed to delight and deliver commercial impact.

## Creating Expert Solutions

Understanding what you need is critical. Our team of creative experts curate bespoke design and packaging to suit your specific requirements, however diverse they may be. From retail-inspired economy treatments, to premium cabin packaging, the culinary journey passengers take will be perfectly pitched.



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