

# Handhelds



Retail-inspired grab-and-go solutions offering ready-made convenience for both passengers and crew.

DELIVERED BY  
**e**  
**ROUTE**

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# Say Hello to Our Handhelds

GRAB-AND-GO GOURMET

*Small bites at high altitudes...*

# A Big Hand for Handhelds

## FLEXIBLE, FLAVOURFUL AND FULLY FORMATTED

En Route's handhelds are one of our most popular categories – hands down.

With hundreds of options sourced from all around the globe, our portfolio offers the flexibility and variation to keep every passenger satisfied.

From sandwiches in Singapore, to pizzas in Pisa, we work with our customers to develop bespoke flavour profiles and formats to establish a range of 'Good, Better and Best' options, empowering airlines to demonstrate obvious upgrades throughout their cabins.

Our retail-inspired one-hand, grab-and-go solutions present ready-made convenience for both passengers and crew, and with our in-house design and packaging team, we can bake your brand into every touchpoint of the passenger journey.



## A HANDMADE TALE

We take a handmade approach to our sandwiches, rolls and wraps.

Made fresh but delivered frozen, they deliver the best of both worlds.

Being frozen so quickly after preparation not only retains the nutritional benefits of the fresh produce, it also dramatically reduces wastage, and offers long-term stable pricing and more efficient supply chain solutions.



## SPML & Halal

With so much flexibility, our handheld solutions are a great way to offer solutions for passengers with speciality dietary requirements.

Our New Product Development (NPD) Team will work with you to establish your requirements and can present a range of solutions to place onboard.



# Handhelds

From sandwiches to pies, pizzas to wraps, if it's grab-and-go, you'll find it here...

## FILLED WITH OPTIONS...

En Route's category experts partner closely with your culinary and procurement teams to design a handheld portfolio that is fully customisable. Whether it's to complement seasonal preferences, support sporting activations, or to celebrate cultural events, the flavour profiles and packaging can be altered to reflect this, evolving alongside culinary trends and reflecting your brand every step of the way.

These rotations can keep your onboard offering dynamic, relevant, and memorable without adding operational complexity – and with so many options to choose from, you can be guaranteed that your passengers will be constantly delighted by your onboard offering.



# Handheld Development in Action



## Dutch Croquettes

The first Dutch 'Kroketten' recipe dates back to 1830, and whilst initially a food item for the elites, after the Second World War, the snack became increasingly popular and shifted to become a food of the people.

The Dutch started to include kroketten in their evening meals, and then, in the 1970s, the item went on sale in supermarkets, further adding to the popularity of the snack throughout the Netherlands.

TUI first approached En Route in May 2024, ahead of a product showcase, with a request for Dutch Kroketten.

We sourced an initial solution for sampling - which met many of TUI's requirements - which we presented to them at the showcase.

Following feedback from TUI, the final product was renamed as Dutch Croquettes as they felt that this had a wider appeal amongst European passengers.

The outcome was a pre-fried shredded beef snack with an aroma of tomato, meat, and fried bread. The product was supplied frozen, and approved for launch on TUI flights departing the Netherlands from May 2025.



# Sourcing & Provenance

## (HAND)HELD IN GREAT REGARD...

As one of our most popular categories, the work that goes into sourcing the best handheld manufacturing facilities is second to none.

This is where our New Product Development (NPD) team shine - pulling on trends from our own food safaris, looking at what's gaining traction with top retailers and culinary institutions, and through cross collaboration with our in-house Research & Insights team to constantly stay ahead of the curve.

We're always looking for new and exciting flavour profiles and ingredients, shifts in regional passenger trends, and what's next in the world of first-class hospitality, to ensure that we stay at the forefront of insight and innovation.



## SUSTAINABILITY IN ACTION

Part of our onboarding process includes assessing new manufacturing partners' sustainability credentials. Here are some of our favourites:

- 1.** One of our manufacturing partners - a producer of pies and pastries - source ingredients locally, and have installed solar panels on their factory resulting in half of their daytime operations now being powered by solar.
- 2.** One manufacturing partner in Europe will always look to source from that region first and have highlighted a number of local producers of top-quality ingredients across cabins.
- 3.** An Italian pizza manufacturing facility sources their cheese, flour and tomatoes from their own region, providing a traditional product with a low carbon footprint.

# New Product Development

## THAT'S A WRAP!

Ensuring that our customers get the most out of our passenger solutions is one of our top priorities.

Our approach to this is to develop fully finished, ready-to-eat products that are packed and frozen at the manufacturer's facility.

This guarantees freshness is sealed in quickly, and that the product is ready to roll when you are.



This is supported by En Route's Supply Chain services, to transport the product straight to your chosen airline or catering facility, wherever it is, whenever you need it.

Our process enhances quality, flavour and safety by controlling temperature, humidity, airflow and shelf life as well as protecting the integrity of the products with our bespoke packaging designs.



# Taste of Asia

## CELEBRATING REGIONAL FLAVORS ON A GLOBAL SCALE

Our handheld portfolio brings together a diverse range of hot handhelds, fluffy omelettes and flavour-infused rolls with an authentic Asian flavour – each developed to showcase the tastes of the region while delivering onboard efficiency.

Designed with airlines and caterers in mind, every product is easy to prepare for maximum service flexibility. Our range combines authentic flavour with operational reliability, providing versatile solutions that enhance passenger satisfaction across short, medium and long-haul routes.

*Here are some of our favourites:*

### NAANWICH

Bringing together the softness of naan bread and the heartiness of classic Indian fillings to deliver a handheld meal rooted in authenticity.

### ROTI PARATHA WRAP

A satisfying handheld meal inspired by traditional South Asian flavours.

### STROMBOLI

A hearty, handheld twist on a classic bake. Generously filled, then wrapped in a golden dough for a warm and satisfying bite.

### PIZZA

Bringing bold, regional flavours to a universally loved classic.

### ROUND BAO BUN

Classic round bao buns for a versatile snack loved across regional routes.

### SHAOBING BUN

An indulgent handheld with a soft bite, offering passengers a convenient taste of East Asia.

### CURRY PUFFS

Golden pastry puffs with hearty fillings, ideal for snacking at altitude.

### OMELETTES

Fluffy, oven-baked omelettes offering a light yet satisfying option for breakfast or snack service.

### INFUSED ROLLS

Soft-baked rolls infused with delicate flavours. Perfect as an accompaniment to meals, these versatile rolls combine comfort and flavour with onboard practicality.



# Something to Savour



## SANDWICHES, ROLLS & WRAPS

Easily customisable to suit almost any passenger, we have developed a range of hot and cold sandwiches, rolls and wraps, spanning all cabin types, for both retail onboard or as part of a complementary meal service.

Whilst the filling is unmistakably the star of the show, it can't be denied that the bread plays a huge role - which is why we have a great selection of breads to suit all cabins, regions and flavour profiles.

From traditional and flavoured wraps, speciality rolls and croissants, to ciabatta, bar-marked focaccia, pretzel rolls, paninis and more, the options are almost endless.



*From premium to economy solutions, it'll be love at first bite.*

## SAVOURY PIES & PASTIES

Providing familiarity to passengers with instantly recognisable flavour profiles and retail-inspired packaging, our range of pies and pastries are the ultimate comfort food.

## PIZZA

Pizzas, pizzinis and pizza pockets are easily customisable and enjoyed by all the family.

From traditional Italian recipes to innovative new flavours, your passengers will be shouting for a pizza the action!



# We've Got Great Taste



## SNACKING

Global snacking options on a local level.

From Dutch Croquettes to regional cheese boxes, we have years of experience in crafting award-winning handheld snacks.



## SPECIALITY HANDHELD

Our recent line of mixed-fusion handhelds to further service the APAC region have proved to be very popular. With a great selection of bao buns, naanwiches, dosas and more, they offer a great fusion of regional flavours and convenience.



## Halal

As a global business, we understand that Halal suitable and Halal certified products can be a top priority. We adhere to all Halal requirements set by our customers and ensure that all product developed for the brief meets those standards.

# Packaging Solutions

To protect the structural integrity of our handheld products, they are packaged in robust, heatproof packaging to enable efficient storing, heating and serving for airlines and airline caterers.





Great for tray sets

## INDIVIDUALLY FLOW WRAPPED

*Individually flow wrapped for freshness.*

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

- Ovenable flow wrap allows items to be heated directly in their packaging, reducing handling time.
- Perforated packaging enables even heat distribution and moisture release to avoid sogginess without compromising texture or quality.
- Minimised contamination risk.



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

Use as part of the meal or as a second service

## U-CARD AND FLOW WRAPPED

### *Packaging to preserve and protect.*

Great for sandwich duos, the U-card provides protection whilst the transparent flow wrap entices the passenger right from the start.

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





## INDIVIDUALLY BOXED

*Bespoke, branded or retail-inspired packaging.*

- Simplified tray assembly – no need for additional wrapping.
- Minimised contamination risk.
- Easy for passengers to handle and eat without mess.
- Easy to swap out for different types or flavours (e.g., sweet, savoury, seasonal) without changing the box footprint.
- Ovenable, allowing items to be heated directly in their boxes, reducing handling time.
- Ventilation holes can be incorporated into the design if required, to ensure crispiness is maintained after heating.
- Bespoke designs can reinforce your brand and add a touch of personalisation to the meal experience.
- Can be configured to any airline oven, skid, drawer or tray for optimised stowage.
- PEFC-endorsed packaging.

Retail - inspired packaging

## SNACKING TRAYS

*Bespoke snacking trays offering a combination of ready-to-eat snacks.*

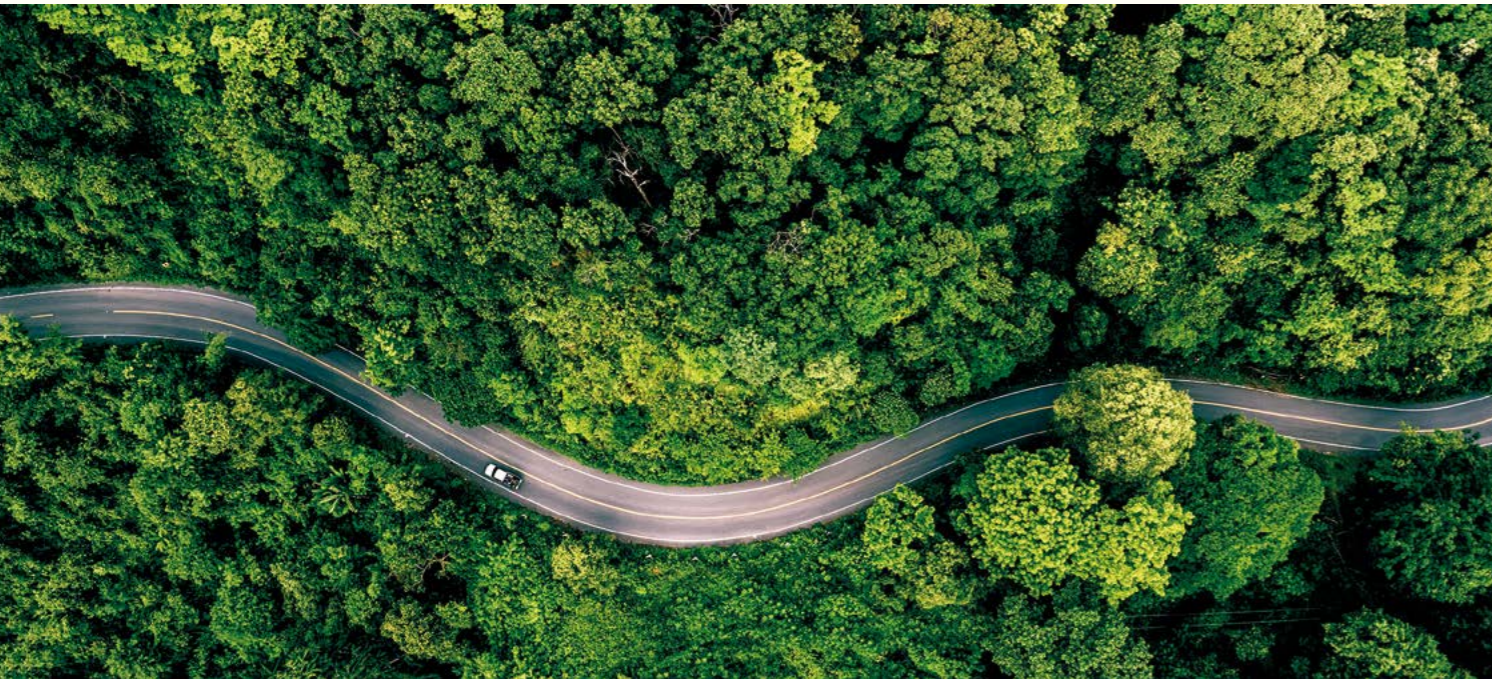
Simple to serve, simple to eat.

- 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.



# Sustainability

We are constantly exploring new ways to enhance our handheld offering 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.



## 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.



## 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).



# Our Approach

From a spark of an idea to a fully formatted handheld passenger solution, ever wondered just what it takes to go from half-baked to ready-to-eat?

## 1. Insight & Trends

Leveraging advanced customer and travel intelligence platforms, our in-house Research & Insight team work to discover the most popular trends in handheld products, from traditional favourites to the newest innovations. From premium retail products to viral sensations, and independent delis to globally adored retailers 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.

## 2. Product Safaris & Workshops

Using the research generated by our R&I service, our NPD function undertakes regular product safaris and retail surveillance to keep abreast of the newest trends and traditional failsafes. This is in addition to in-house brainstorming, and leading manufacturer and consumer research sessions across the UK & Europe to be sure that we know what's hot where you are.

## 3. Partner Development & Selection

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

## 4. Product & Packaging Development

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

## 5. 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.

## 6. Factory Trials

Our factory trials allow us to validate that absolutely everything is as it should be from a technical perspective, such as QAS, specifications and HACCP processes, as well as reviewing the organoleptic properties.

## 7. 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.

## 8. Launch

The product is launched onboard.

## TAKE OUR TURKEY RASHER AND GOUDA CIABATTA

Our Factory Trials saw us apply the following criteria following our NPD process:

1. The mustard mayonnaise is applied in a controlled manner to ensure clean handling for the passenger upon handling.
2. The cheese is positioned carefully to remain within the ciabatta during heating, preventing any melting or leakage into the packaging.
3. Turkey rashers are sliced and placed fully within the ciabatta, avoiding overhang that could lead to freezer burn.

Each component plays a critical role in delivering the desired texture, appearance, and overall sensory experience for the customer.

Product success is measured against the finalised factory trial standards as well as customer feedback. No product will progress to the next stage until the customer is fully satisfied.



Should it be required, our creative & packaging team can design bespoke brand treatments, optimised to fit the dimensions of the specific oven or skid that it will be placed in.

# Supply Chain

WE'RE ON A ROLL



**With multiple options available, managing the safe delivery of frozen produce needs someone you can trust.**

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.

**Our size and global reach allow us to efficiently pack and manage logistics, ensuring timely and reliable delivery wherever you need a handheld solution.**

## EN ROUTE'S SUPPLY CHAIN SERVICES CAN HELP YOU WITH:

- 1.** Owned and managed inventory models.
- 2.** Robust demand planning and development of forecasting tools to support with demand fluctuations.
- 3.** Holding stock within our network, preventing caterers from having to store and manage it in bulk.
- 4.** Process implementation to ensure seamless operations.
- 5.** Enhanced visibility into performance and service levels, and detailed reporting on purchase orders and delivery schedules.
- 6.** Distribution of products across En Route's multiple locations, mitigating operational risks and reducing excess inventories.
- 7.** 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:

- 1. Multimodal transport*
- 2. Customs brokerage*
- 3. 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:

### 1. Improved Forecast Accuracy

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

### 2. Enhanced Supply-Chain Efficiency

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

### 3. Rapid Response to Market Changes

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

### 4. Automated Decision-Making

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

### 5. Cost Reduction

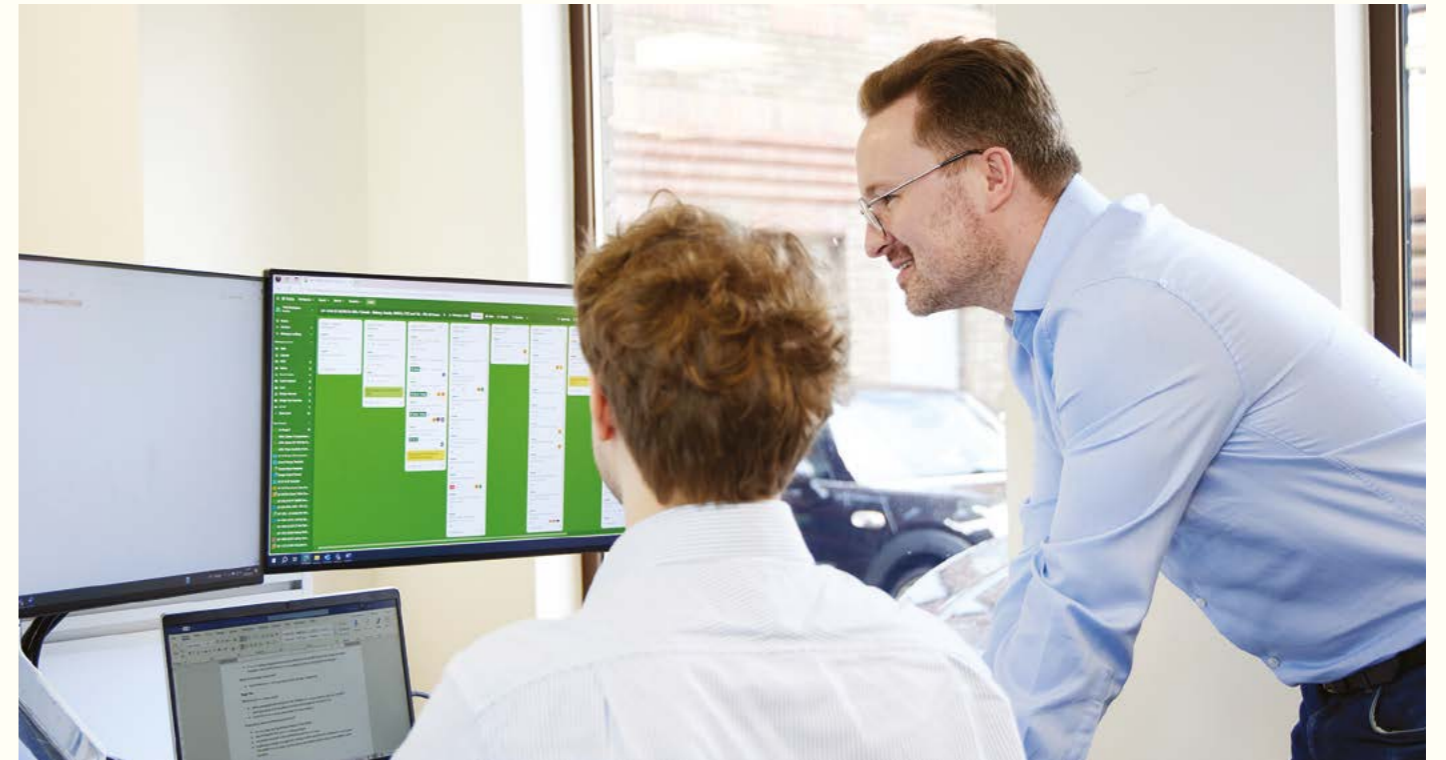
AI minimises waste, improves resource allocation, and reduces excess inventory, leading to significant savings across the supply chain.

# 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.



### 1. Availability

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

### 2. 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.

### 3. Rapid Incident Response

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

### 4. 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.

### 5. Highest Standards

All partner sites meet strict airline and food safety standards.

# Added Value

VALUE IS WHAT SETS US APART,  
AND BRINGS US TOGETHER

Reduce reliance on multiple suppliers. En Route can act as a single supplier for all your hot and cold handheld items, reducing your account management responsibilities and 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 the regional manufacturing facilities 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.

**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.**

# Research & Innovation

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 our handheld category 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 our bread and bakery offerings to balance authenticity with innovation, and creativity with operational practicality. The outcome for our customers is a service 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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