

Taste of Travel Theatre

New arrivals

We gave a handful of new products and new exhibitors at WTCE the chance to make a quick two-minute pitch to a panel of buyer experts. No prizes but plenty of applause...

FIRST TIME EXHIBITORS

Five exhibitors presented their products in a quick-fire two minute pitch.

Dolceria Valmot ice cream - This attractive range of gluten-free Italian ice creams was rated by the judges for its taste and packaging. Just needs a small spoon included to make it ideal for BoB.

Baru Chocolates - This leading creator of dark and milk Belgian chocolates pitched a marshmallow containing real vanilla and honey. Delicious taste and perfect texture.

Schar Foods - This single-packed biscuit from a gluten-free specialist was a new digestive likely to prove a popular addition.

Oryx Desert Salt - The tale behind this pristine Kalahari salt is one that could convert everyone to adding more salt to their diet, especially as Oryx Salt contains all the trace elements the body needs.

WINNER

Caffe di Artisan coffee in a pod

Anything that makes life easier for crews is all right by us. And anything that makes coffee taste better in the air is more than all right by us. This was the judges response to this new coffee product. Claimed to give an entirely different taste to the instant coffees we are all used to, Caffe di Artisan coffee comes in liquid form inside a small single serve pod. The coffee itself is made from a range of brews and contains no artificial additives. The crew simply have to pour the contents into a mug and add hot water. Simplicity and taste made it the New Arrivals winner with our judges. Congratulations!

Taste and simplicity from Caffe di Artisan



Origami-like style from Galileo Watermark

NEW PRODUCT PITCHES

Five established exhibitors showcased their latest product in a two minute pitch.

CLIP Swiss Bento Box - Designed with the crew, caterer and passenger in mind, this sleek Economy meal service option is easy to wash and stack. Simplicity itself.

Joe & Seph's coconut & chia popcorn - This on-trend product drew much attention from the judges who loved the taste and recommended it highly for its BoB potential.

Inflight Equipment International Microthermiik meal production-

An impressive new process which can create meals that need no refrigeration.

The Collective compotes & yoghurts - This healthy range of double-layer fruit compotes and yoghurts comes in a new size for the onboard market.

WINNER

Galileo Watermark amenity bag -

This fun X-forming amenity bag won praise for its unique look combined with practical applications and a good choice of material. The design team focused on post-flight value to create a bag with style and function. It is constructed of thick, semi-rigid faceted panels of metallic champagne protein leather, fused to a soft base fabric. Its unique asymmetrical pattern allows the bag to quickly change from a volumetric cosmetic bag to a 2D flat tablet device case. The visual effect is origami-like, with a segmented surface of intersecting geometries that are constantly shifting along 'fold' lines. A great idea! •