



2017 WINNERS ARE ANNOUNCED!

Buyers and suppliers of onboard catering and services gathered at the Radisson Blu in Hamburg this April 3 as the winners of the 2017 Onboard Hospitality Awards were announced.

In a hotly-contested process organised by Onboard Hospitality magazine, the 2017 award winners each received a silver salver celebrating their success in ten onboard categories. In addition, the Ones to Watch category which recognised six products not yet onboard but actively targeting the onboard market.

The finalists were chosen by Onboard Hospitality's readers – the buyers and suppliers of onboard hospitality – through an online vote, with the ultimate winners then chosen by a panel of independent industry experts. The judges were asked to assess the finalists based on the following criteria: First impressions, Quality, Durability, Lifespan, Weight, Usefulness, Design, Functionality, Taste, Content, Adding to the Customer Experience.

Onboard Hospitality Editor, Julie Baxter, said: "The response to our awards has been inspiring. Over 1000 readers cast over 13,000 votes through our online poll to identify our finalists and then our knowledgeable and highly-respected judges made the final selection. Many congratulations to all our winners and finalists who were chosen from an impressive line up of entrants."

LIFETIME ACHIEVEMENT AWARD

In recognition of the fact that there are some great people behind the products and services in the onboard hospitality industry, Onboard Hospitality also presented its annual Lifetime Achievement Award. This year, recognising the much-respected Antony Edwards, who was presented his award by last year's winner, George Banks.

During almost 30 years working with Cathay Pacific as the regional catering manager Europe and Middle East, Antony's name became synonymous with quality control. His professionalism and thorough knowledge of his field made him a well-recognised and highly-respected name in the catering industry, often asked for advice. Antony saw the expansion of Cathay Pacific into a true global airline and has been in high demand as an industry expert on numerous panels and forums since. His diplomatic skills always allowed him to tackle sensitive and ad-hoc situations smoothly. Known as an 'excellent professional and a true gentleman', he also worked for the iconic American carrier Trans World Airlines [TWA], based at London Heathrow and covering Europe and the Middle East, as well as for Australian carrier Qantas.

Winners and finalists were as followed...





BEST FOR ONBOARD AMENITY KITS (Economy)

JUDGES: KAREN ROBINSON, MIKE CRUMP & ARIANE VAN MANCIUS

WINNER: Formia - Qatar

JUDGES SAID: *This is a great concept featuring a range of lightweight, functional and reusable kits which are simple but creatively presented. They engage the traveller with Qatar's story and its destinations and include good quality product.*

HIGHLY COMMENDED:

skysupply - Lufthansa Picard kit

JUDGES SAID: *This collaboration brings the premium and aspirational Picard brand onboard and explains it through an included back-story leaflet. A reusable bag in unisex finish with stylish toothbrush and soft cotton eyeshade.*

FINALIST: Buzz - Delta Air Lines

BEST FOR ONBOARD AMENITY KITS (Business)

JUDGES: KAREN ROBINSON, MIKE CRUMP & ARIANE VAN MANCIUS

WINNER: Buzz - American Airlines Cole Haan kit

JUDGES SAID: *A fresh, edgy, unisex design with an excellent brand synergy between the airline and the Cole Haan products. Nice quality contents and the bonus of a Cole Haan discount voucher.*

HIGHLY COMMENDED: Wessco - ANA

JUDGES SAID: *A thoughtful collaboration with natural products specialist Neal's Yard Remedies supported by bags that nicely reflect that brand.*

BEST FOR ONBOARD AMENITY KITS (First)

JUDGES: KAREN ROBINSON, MIKE CRUMP & ARIANE VAN MANCIUS

WINNER: Spiriant - Lufthansa Jacob Jensen kit

JUDGES SAID: *The Jacob Jensen connection brings an internationally renowned Danish product designer onboard who has put real thought and creativity into the products. The bag design is extremely functional – folding in half – and the high-end La Prairie products are great quality.*

HIGHLY COMMENDED:

Harmony - Singapore Airlines

JUDGES SAID: *A good quality kit featuring excellent branding through the collaboration with Ferragamo.*

FINALIST: Matrix - British Airways' Liberty London kit

BEST FOR ONBOARD KIDS

JUDGES: ANDY HOSKINS & PAT RIDDELL

WINNER: Buzz - Singapore Airlines Moana and Star Wars kit

JUDGES SAID: *An impressive partnership of two big brands. Disney characters are generally a winner with most kids and the included products are engaging, encourage creativity and are of a good quality too.*

HIGHLY COMMENDED:

Buzz - Qatar Kit featuring Hasbro

JUDGES SAID: *An impressive choice of gifts from a well-known games company ensures each pack will keep kids well entertained during and beyond the flight.*

FINALISTS: Wessco - Air Canada

Brussels Airlines - Smurfs Box on Brussels Airlines >



BEST FOR ONBOARD BEVERAGES

JUDGES: GEORGE BANKS & NIKOS LOUKAS

WINNER: Virgin Australia - St Hallett Barossa Shiraz 2016 Wine with Altitude, supplied by Fine Wine Partners

JUDGES SAID: A specially-blended wine from an historic wine-producing region, this wine had a great taste on the palette, with a balance of strength and elegance. It also brings an interesting back story and links to the onboard wine service.

HIGHLY COMMENDED:

Qantas - Four Pillars Australian Gin

JUDGES SAID: A typically Australian product which brings together three great Australian companies – Four Pillars Gin, Rockpool and Qantas – in an excellent and interesting collaboration. Packaged in a nice modern bottle design.

FINALIST: United - Bloody Mary Cart

BEST FOR ONBOARD CATERING INNOVATION

JUDGES: KEERTHI HAPUGASDENIYA, GEORGE BANKS & MS TRINH DIEM VY

JOINT WINNER: Air Europa - Inflight Meals by Newrest

JUDGES SAID: This is a great concept which looks very stylish, elegant, cool and modern. The Spanish-themed menu is well-planned and tasty and the trayset is stylish, pleasing to the user and practical for crew.

JOINT WINNER: Brussels Airlines - Foodmaker buy-on-board menu

JUDGES SAID: This range offers exceptional quality for buy-on-board with truly innovative choice and flavours. Good first impressions, presentation and taste.

FINALIST: KLM for Double Layers Dessert

BEST FOR ONBOARD SNACKS (Economy)

JUDGES: KEERTHI HAPUGASDENIYA, GEORGE BANKS & MS TRINH DIEM VY

WINNER: Snackbox To-Go - French Fries on Brussels Airlines

JUDGES SAID: Chips in a box may not be an original concept but this product has been very well designed and thought through to ensure the fries taste great and are crispy. A practical product that works well using natural oil and no additives.

HIGHLY COMMENDED:

United - Dutch Stroopwafel cookie

JUDGES SAID: A tasty treat presented in a way which encourages some interaction between the product and the passenger.

FINALISTS: Grown Up Chocolate Company - Caramel Smoothy Bars on Virgin Atlantic; Newrest - Krispy Kreme Doughnut on Flybe

BEST FOR ONBOARD SNACKS (First/Business)

JUDGES: KEERTHI HAPUGASDENIYA, GEORGE BANKS & MS TRINH DIEM VY

WINNER: En Route - Power of Pink products on Emirates

JUDGES SAID: An innovative product idea and good initiative to support Breast Cancer Awareness Month. Great message for both crew and passengers and great to see charitable giving beyond the usual collection of foreign coins.

HIGHLY COMMENDED: FlyFit - 70% cacao chocolate tablets infused with probiotics

JUDGES SAID: Good to see top quality ingredients being used in onboard snacks with the aim of supporting traveller wellbeing.

FINALISTS: Gategroup - Cadbury's Box on British Airways; United for its Polaris Dessert Service





BEST FOR ONBOARD SERVICE EQUIPMENT (CREW)

JUDGES: MIKE CRUMP, KEITH YATES & ARIANE VAN MANCIUS

WINNER: Qantas - Next Generation Bodum

JUDGES SAID: *This reinvention of the coffee and tea jug brings a premium quality style to the cabin. Its thermal wall keeps tea and coffee warm for longer and an ergonomic design with good grip makes it safe and practical for crew.*

HIGHLY COMMENDED: Spiriant - Connect Box on Caribbean Airlines

JUDGES SAID: *A great time-saving device for crew with a practical and simple see-through window design*

FINALIST: Swiss for Bento Box

BEST FOR ONBOARD SERVICE EQUIPMENT (PASSENGERS)

JUDGES: MIKE CRUMP, KEITH YATES & ARIANE VAN MANCIUS

WINNER: CLIP - Bento Box on Swiss

JUDGES SAID: *A sleek, simple design that is rotatable, hygienic and well thought through. Functional and simple to use, it has a cool and surprising shape with compartments for each food item. Replace the lid and it is easy for the crew to remove.*

HIGHLY COMMENDED: Global-C - ovenable liquid-proof paperboard hot meal box

JUDGES SAID: *This packaging technology has finally evolved to offer a cardboard material for hot meals which is liquid-proof. It has been a long time coming. The printable surface means it can be made appealing and far better than a hot sandwich wrap for Economy.*

FINALIST: deSter - Cathay Pacific's Premium Economy and Economy Tableware

BEST FOR ONBOARD WELLBEING

JUDGES: KEITH YATES, KAREN ROBINSON & ARIANE VAN MANCIUS

WINNER: Swiss - allergy-friendly certification

JUDGES SAID: *A very positive initiative setting a new standard in onboard allergy awareness in collaboration with the European Centre for Allergy Research Foundation (ECARF). Swiss has set an important benchmark for a growing concern with a strategic investment which puts health first.*

HIGHLY COMMENDED: Kidworks - the Flying Nanny Kids' Pack on Etihad

JUDGES SAID: *Kidworks for the Flying Nanny Kids' Pack on Etihad A great addition to the Flying Nanny tool kit with fun ideas, activities and stickers to help nannies engage with young travellers*

FINALIST: Formia - Saudia Airlines Wellbeing Kit

BEST FOR ONBOARD SUSTAINABILITY

JUDGES: CHARLOTTE RONHOLT, KAREN ROBINSON & RAYMOND KOLLAU

WINNER: DHL Catering Waste Value Recovery for British Airways

JUDGES SAID: *Not a glamorous or eye-catching entry but an essential requirement which caterers should be accepting as standard. In some countries this is already a compulsory requirement and this should become universal. Congratulations to British Airways and DHL for this initiative.*

HIGHLY COMMENDED: Galileo Watermark - Air Tahiti Nui Business Amenity Kit

FINALISTS: Qantas - sustainably-sourced Brazil Nuts; United for Clean the World Eco-Skies Amenity Kit Recycling Programme





BEST FOR ONBOARD TEXTILES (Economy)

JUDGES: CHARLOTTE RONHOLT & KEITH YATES

WINNER: Wessco - Café Kit for Air Canada

JUDGES SAID: *A real treat for Economy passengers who want a good sleep. Great presentation and designed with a larger than normal-size blanket and an inflatable neck pillow for added comfort.*

HIGHLY COMMENDED: RMT Global Partners - Delta Airline's cabin blanket

JUDGES SAID: *A good blanket of generous proportions.*

BEST FOR ONBOARD TEXTILES (First/Business)

JUDGES: CHARLOTTE RONHOLT & KEITH YATES

WINNER: UNITED Polaris Premium Cabin Sleep Amenities

JUDGES SAID: *A wonderful and sophisticated collection of items to support rest onboard. Timeless design, lightweight and soft, achieved through a clever branding collaboration with Saks Fifth Avenue.*

HIGHLY COMMENDED: Matrix - The White Company Sleepsuits and Slippers for Qatar Airways

JUDGES SAID: *A classy, timeless look in soft greys. All cotton content with a slightly heavier weight than usual for inflight plus a spare button! A nice complete set.*

FINALIST: Qantas - Business class pyjamas

BEST FOR ONBOARD TECHNOLOGY

JUDGES: MIKE CRUMP, CHARLOTTE RONHOLT & RAYMOND KOLLAU

WINNER: Spiriant - Skytrack Trolley Tracking on Condor

JUDGES SAID: *A functional technology application adding to existing infrastructure making for a cost-effective tracking solution, saving airline delays, loss and errors.*

HIGHLY COMMENDED: Virgin Trains - BEAM app

JUDGES SAID: *Good to see the onboard rail sector up its game and start offering passengers the same kind of onboard entertainment and connectivity airline passengers have become well accustomed to.*

FINALIST: Buzz - Qantas Q Bag Tag

ONES TO WATCH - Our category for products not yet onboard

CLIP - Sea wool blanket by Kuan's Living

JUDGES SAID: *An innovative fabric with a soft finish and a great environmental back story*

Colpac - TOOpac sandwich box

JUDGES SAID: *A really simple but effective way to upgrade the sandwich offer with a separate space for an extra product.*

Frankenberg - new Fairtrade Special and Hot Meals

JUDGES SAID: *Fairtrade certification is not easy to achieve and Frankenberg must be congratulated for achieving this. The range tastes great too.*

FTS Technologies - Flight Butler

JUDGES SAID: *Giving crew wearable technology which helps them respond quickly and effectively to passenger needs and requests has to be positive step forward.*





Kaelis - Rotable High Temperature Casserole dish

JUDGES SAID: *It is exciting to see new innovations for essential equipment items and the colours and heat specifications this offers set it apart*

Matrix - Hydra Active Textiles Range

JUDGES SAID: *The option to imbed textiles with aromatherapy oils and other properties is an interesting innovation with a wide range of onboard applications*

A FINAL WORD

In addition this year we also asked the judging panel to review all entries and there were some they were surprised had not made it into the finals. For this reason we also gave recognition and a round of applause to:

- **AK-Services** for its ground breaking collaboration with National Geographic for the kids kit on Air Astana.
JUDGES SAID: *An innovative collaboration and an impressive kit which encapsulates the spirit of adventure travel can bring. All items have good post flight use.*
- **Galileo Watermark** for the innovative wooden effect tray it has created for Hawaiian Airways.
JUDGES SAID: *This is a Ferrari of a tray! Super slim, classy dark wood effect, not out of place in a smart home or hotel.*
- **Galileo Watermark** for its fresh collaboration with iconic Australian brand, Country Road, for the Premium Economy kits on Qantas.
JUDGES SAID: *This strong Country Road partnership is especially good to see in Economy. Design is impactful and sophisticated. Good quality contents are integrated into the design.*
- **Harmony** for its amenity kit inspired by Iceland's landscape and iconic Blue Lagoon attraction for Icelandair.
JUDGES SAID: *Truly inspired by the home country and with superb execution. Excellent design idea, using the iconic hexagon shape of Iceland's basalt rock formation.*
- **IdeaNova Technologies** for its InPlay Media Platform bringing entertainment to passengers on United.
JUDGES SAID: *This kind of simple user interface and adaptability is likely to become increasingly important as more airlines adopt a wireless IFE solution and seamless streaming solution will become the standard.*
- **Kaelis** for its cabin hanger which is making life easier for crew on Delta.
JUDGES SAID: *No more pen and paper panic when taking coats from passengers in First/Business. Crew love it! Simple and effective.*
- **Tails Cocktails** for its bespoke Flying Dutchman cocktail designed for KLM
JUDGES SAID: *This is a great contender in this category as it is well thought out brand collaboration.*
- **Skysupply** for its Business class kit on Finnair
JUDGES SAID: *A lovely collaboration with stylish Finnish design and fashion house, Marimekko*