



Embargoed until April 14th

Page 1 of 8

THE WINNERS ARE ANNOUNCED!

Airlines and buyers and suppliers of onboard catering and services gathered last night (April 13) at the Radisson Blu in Hamburg as the winners of the inaugural Onboard Hospitality Awards were announced.

In a hotly-contested process organised by *Onboard Hospitality* magazine, the award winners each received a silver salver celebrating their success in eight onboard categories.

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

Onboard Hospitality Editor, Jo Austin, said: "Our industry is crammed full of amazing and innovative products and we launched these awards as a way to give them the recognition they deserve. We were overwhelmed with the response and the enthusiasm of our reader voters and delighted to involve a panel of incredibly knowledgeable and highly-respected judges to make the final selection. Many congratulations to all our winners and finalists who were chosen from an impressive line up of nominees. We look forward to these Awards becoming a regular fixture in the onboard hospitality industry's calendar." >

Winners and finalists were as follows:

AMENITIES

(PREMIUM ECONOMY, ECONOMY AND LCC)

WINNER:

New Etihad Airways Economy Class Amenity Kit by Etihad

JUDGES SAID:

This is very clever with a useful drawstring bag holding toothbrush and toothpaste and a reversible eyemask that says Wake Me Up on one side, and Do Not Disturb on the other. This is much more stylish and generous than Economy passengers are used to, so is seen as enhanced value for the overall flight.

FINALISTS:

Lufthansa Children's Bag by Spiriant
Qatar Airways Amenity Kit

(FIRST/BUSINESS CLASS)

WINNER:

Qantas Orotan Business Sleep Collection by Qantas

JUDGES SAID:

It is absolutely brilliant to have pyjamas inside the container which also holds socks, toothpick, a big size toothpaste and an eyemask. Qantas has thought through the passenger needs, rather than simply try and impress - fantastically functional as well as stylish.

FINALISTS:

BMW's First Class Flight Service by SkySupply
Singapore Airlines First Class Amenity Kits by Harmony



FOOD SERVICE EQUIPMENT

(HARDWARE)

WINNER:

Flightweight SmartCart

JUDGES SAID:

The cart is practical, modern and stylish with a unique real-time integrated security feature making it tamper proof and traceable. It is ideally suited to the LCC sector.

FINALISTS:

Hybrite S by Zodiac Aircatering Equipment
Stackable Drawer/Flex-e-Bag by Onboard Logistics

(TABLEWARE)

WINNER:

Cathay Pacific's Innovative Disposable Glass by deSter

JUDGES SAID:

The glass is a good commercial solution. Strong credentials include –weight saving , space saving and easy on eye, not new but a step change and well thought out. It ticks a lot of boxes.

FINALISTS:

New KLM Economy Class Service by KLM
Tableware for Lufthansa by SPIRIANT

INNOVATION

(PREMIUM ECONOMY, ECONOMY AND LCC)

WINNER:

Qantas New International Economy dining experience by Qantas

JUDGES SAID:

It's great to see an airline with the courage to go down this path of eliminating the meal tray - which has huge cost benefits. The meal is easy for the crew to serve and presentation is excellent.

FINALISTS:

Easysnap pouch for liquids by Easysnap
MONIN Syrup Sticks by supclair

>

(FIRST/BUSINESS CLASS)

WINNER:

Swiss Winter Collection by Formia

JUDGES SAID:

We liked the use of a natural material and the dual purpose beany and neck warmer for use after the flight. It is very 'on brand' and Swiss.

FINALISTS:

Emergency Services: Ambient Meal Tray by En Route
Swiss Summer Collection by Harmony

PACKAGING FOOD AND BEVERAGE

WINNER:

Great British Fish & Chips for British Airways by DHL

JUDGES SAID: The product is original, well thought out and a great inflight snack to satisfy most tastes.

FINALISTS:

Fresh Sandwich Drawer by D/F Marketing
Inflight Drinks by Inflight Drinks
Lufthansa Metropolitan Box by SPIRIANT

SNACKS/DRINKS

(PREMIUM ECONOMY, ECONOMY AND LCC)

WINNER:

Pulled-beef sliders by Qantas

JUDGES SAID:

The product is original, well thought out and a great inflight snack to satisfy most tastes.

FINALISTS:

Beckleberry's Fresh Cream Ice-Cream on American Airlines by Supplair
FlyFit mini Tetra Pak drink in 125 ml by Vitalite Laboratories

>

(FIRST/BUSINESS CLASS)

WINNER:

Living Juice: Cold-pressed, extended life, fresh fruit juice by living juice drinks

JUDGES SAID:

Living Juice won because of its attractive packaging and its healthy raw ingredients that have a four week fresh shelf life.

FINALISTS:

Bella Bruschetta by En Route
Southern Olive Oil

SUSTAINABILITY

WINNER:

Vivace Caviar

JUDGES SAID:

Deciding upon the winner in this category was a tough call as my final choice was between absolute opposites. However, on the basis that there are probably a good deal more empty plastic bottles (The Buzz blanket entry was made from recycled plastic bottles) than sturgeon, Vivace Caviar had to come out on the Top Spot for me!

FINALISTS:

GreenEye-Technology by MEIKO
Sustainable ecoTHREAD™ blanket by Buzz

TEXTILES

WINNER:

Qatar Airways Sleepwear by Qatar

JUDGES SAID:

This was the only entry that offers a separate set for male and female. Presented in a nice colour range, and partnering with Missoni, the product increases the chance that passengers will want to take them home as a memento – offering an added marketing/branding tool.

FINALISTS:

American Airlines Sleepsuit and Slippers by Wessco
Emirates Overnight Kit by Buzz

>



WELLBEING

WINNER:

Hydra Active Moisturising Pyjama by Hydra Active

JUDGES SAID:

As a guy who last wore pyjamas on the deck of the ill-fated Titanic I found them to be extremely soft and comfortable with an excellent 'feel' to the cotton and as a 'big lad' better fitting in the 'L' size than I could have hoped for. I can imagine these aloe vera microencapsulated pyjamas being a great bed-fellow on long journeys.

FINALISTS:

b4 Hand Sanitiser by b4products/Midway
Icelandair Zero pressure eyeshade by Harmony

>

Background on the Judges

TEXTILES

Daniel Baron, CEO of LIFT Strategic Design

Daniel runs a Tokyo-based consultancy specialising in airline brand and cabin design and passenger experience development. He is also partnering with airlinetrends.com to provide Passenger Experience Workshops to airlines and their suppliers.

Raymond Kollau, Airline Trends

Raymond is the founder of market research agency airlinetrends.com, which monitors the global aviation industry for product and service innovations launched by airlines in response to changing consumer behaviour.

AMENITIES

Mary Gostelow, www.girlahead.com

An airline nut and travel junky, Mary is on the road about 300 days a year researching the definitive Gostelow Report - market intelligence for the luxury hotel sector worldwide and writing for a variety of prestigious travel publications and her own website.

Lyn Hughes, editor in chief, Wanderlust

Founder and editor in chief of the UK's leading consumer travel title; Lyn has received an Outstanding Contribution Award in the British Travel Press Awards and is ranked one of the 'Top 60 Most Influential Women in Travel in the Last 60 Years'.

SUSTAINABILITY AND WELLBEING CATEGORIES

Dr Malcolm Stuart, consultant in medicinal and economic plant development

While fundamentally an academic, Dr Stuart has run a successful clinical practice, advised government departments and international companies, but most importantly created and developed his own thriving 'Natural Products' businesses. Described simply as 'Dr Botanicals', Mal has experience in the use of 'Naturals' in commercial products that span across medicinals, flavours, fragrances and colours.

FOOD SERVICE EQUIPMENT

Mike Pooley, md, purpose-made solutions limited

Mike has had a 35 year career in food and hospitality services including time as group vp and president Asia Pacific for gategroup, the world's largest independent service provider to the aviation industry.

Mike Crump, director, Honour Branding

Mike led the design management of the onboard experience for the Etihad's A380, B787 and A350 and was previously head of design management at British Airways, responsible for branding across the customer experience.

INNOVATION

Roy Moed, industry innovator

Roy was founder and head of Pourshins until its sale to gategroup in 2007. He was on the IFCA board for nine years; was chairman of the Mercury Award Committee and has received the IFSA Lifetime Achievement Award for services to the onboard services industry.

Keith Yates, chairman & ceo, YATES+Partners

An expert in design and service, with some 30 years of extraordinary involvement in service and product development for aviation, Keith has overseen extensive projects for many leading hotels and airlines.

PACKAGING FOOD & BEVERAGES

Raymond Kollau, Airline Trends

Raymond is the founder of market research agency airlinetrends.com, which monitors the global aviation industry for product and service innovations launched by airlines in response to changing consumer behaviour.

Ariane van Mancius, NOW|NEW|NEXT Consultancy

Ariane has worked for Helios MPPD, deSter and Supplair dealing with more than 150+ airlines worldwide and her passion now is for translating trends into products, advising on best in class and developing creative and innovative ideas.



SNACKS & DRINKS

Keerthi Hapugasdeniya, chef happyK solutions

Chef happyK as he's better known is a high profile, international chef whose company is one of the leading service providers to the airline and hospitality industry. He is the founder and ceo of APOT.Asia.

Nikos Loukas, Inflight Feed

Nik runs the highly popular consumer airline food site inflightfeed.com and writes for consumer and industry media outlets on airline food trends. He also offers consultation services to airline catering companies.