



PRESS RELEASE 2020

2020 Winners announced

The *Onboard Hospitality* team was this year pleased to announced the winners of the 2020 *Onboard Hospitality Awards* by video, in response to event cancellations due to the COVID-19 crisis. In a hotly-contested process, the 2020 award winners will each receive an impressive trophy celebrating their success in ten onboard categories, plus a Ones to Watch category recognising products not yet onboard but actively targeting the market. Finalists were chosen by Onboard Hospitality's readers – the buyers and suppliers of onboard hospitality – through an online vote, and through assessment by a panel of industry experts which then went on to select the final winners. The judges were asked to assess the products based on the following criteria: Innovation, First Impressions, Quality, Durability, Lifespan, Weight, Usefulness, Design, Functionality, Taste, Content, Adding to the Customer Experience. The comments can all be viewed on video, online. New for 2020, our Cabin Concept of the Year Award for airlines recognised the fact that often it is not just one products but a combination right across the cabin that makes the difference. Our congratulations to all our winners.

CABIN CONCEPT WINNERS

GOLD WINNER: WestJet

For its Dreamliner's Spirit of Canada concept transforming the airline from a low-cost carrier to a full service three class airline

SILVER WINNER: Scandinavian Airlines (SAS)

For tailoring its Airbus A350-900s' service to offer a truly Scandinavian way to travel

BRONZE WINNER: Delta Air Lines

For its new International Main Cabin bringing significant enhancements across the cabin in food, service, comfort and technology.

LIFETIME ACHIEVEMENT AWARD

GOES TO... RUDI & HELGA FRIEDRICH

Recognising that there is more to onboard catering than just great products, the awards also recognise industry personalities each year.

Helga and Rudi Friedrichs have been awarded joint winners of our 2020 Onboard Hospitality Lifetime Achievement Award. This award was given in recognition of their dedication to inflight catering excellence for 35 years at Frankenberg. This incredible catering partnership all started in 1985 with a simple dish of roast beef esterhazy, potato dumplings and glazed baby carrots which won them their first airline contract. They have shown how to be successful while remaining kind and full of business integrity.

MENTORING NETWORK AWARD

These two awards and a grant is sponsored by The Hayward Partnership and *Onboard Hospitality* through the Onboard Hospitality Mentoring Network:

• **ONBOARD HOSPITALITY BREAK-THROUGH GRANT:** Presented to a young business (SME trading for at least one year)

WINNER: for aisha halal babyfood

• **ONBOARD HOSPITALITY LEADERSHIP RECOGNITION GRANT;** Presented to a business already in our sector and showing strong leadership in developing talent: **WINNER: Skypro**

Winners and finalists were as followed...





BEST ONBOARD AMENITIES KIT

(Economy/ Low Cost Carrier)

WINNER: Delta Air Lines - BUZZ

JUDGES SAID: We like that this kit involved the guests in the production process, using their submitted photographs along with a hashtag to share, on the front of the kit.

HIGHLY COMMENDED: Turkish Airlines - Bayart Innovations

BEST ONBOARD AMENITIES KIT

(Premium Economy)

WINNER: Lufthansa - Skysupply

JUDGES SAID: The kit includes nods to sustainability and it has great reusability post flight

HIGHLY COMMENDED: Hawaiian Airlines - WESSCO

BEST ONBOARD AMENITIES KIT

(Business)

WINNER: Air Europa - Kaelis

JUDGES SAID: The kit has a lovely moleskine/suede feel and the contents were refreshingly different to other kits – it was a unanimous, stand-out winner.

HIGHLY COMMENDED: Virgin Atlantic - Galileo Watermark

BEST ONBOARD AMENITIES KIT

(First)

WINNER: Qantas - SPIRIANT

JUDGES SAID: This category was really tightly fought, but ultimately the commitment to sustainability - with no single-use plastic at all in this kit swung it – even the ear buds come in paper wrapping.

HIGHLY COMMENDED: Air France - Albea Travel Designer

BEST ONBOARD BEVERAGE

WINNER: Sprout spoon 3-in-one tea - Retail inMotion

JUDGES SAID: This product has true innovation. The tea bag has its own stirrer within the packaging so no additional plastic is needed.

HIGHLY COMMENDED: Pickerings British Airways centenary gin - Tourvest

BEST ONBOARD CATERING INNOVATION

WINNER: 'We care' sustainability onboard programme for Sunexpress - Retail inMotion

JUDGES SAID: We thought this product was very innovative, helping passengers feel a little less guilty about their consumption habits.

HIGHLY COMMENDED: Quisine on Qatar - QACC

BEST ONBOARD KIDS' KIT

WINNER: Lufthansa 'Coolbag' - SPIRIANT

JUDGES SAID: A great, complete kit that the kids loved with lots of fun and interesting items. We particularly liked the aircraft shaped toothbrush!

HIGHLY COMMENDED: Singapore Airlines Disney kit - BUZZ

BEST ONBOARD KIDS' CATERING

WINNER: Lufthansa Childrens programme - Evertaste

JUDGES SAID: A well-integrated food, design and packaging concept. The meals have been designed to be attractive to kids and integrates some play items.

HIGHLY COMMENDED: Marvin's Magic Snack Box - Tourvest





BEST ONBOARD SNACKS

(Premium Economy/Economy)

WINNER: Tom Kerridge Steak and Ale Pie - Tourvest

JUDGES SAID: Simply a great pie with a delicious filling, a super colour, really tender meat, and handy shape and size for eating onboard.

HIGHLY COMMENDED: Gluten free veggie pizza - Skinny Genie

BEST ONBOARD SNACKS

(First/Business)

WINNER: SWISS Globus Delicatessa-Retail InMotion

JUDGES SAID: The flavours were outstanding, the appearance was great, and the meat was really tender. Everything was well-sourced and had a great story around its seasonality.

HIGHLY COMMENDED: Kado Basil and Olive Roll - Manoucher

BEST ONBOARD SERVICE EQUIPMENT

(For Passenger)

WINNER: Lufthansa Magic & Surprise Box - SPIRIANT

JUDGES SAID: A box full of treats and props for the crew to use to help create special moments for passengers. A simple idea with the power to transform the onboard experience for many people.

HIGHLY COMMENDED: British Airways First class china serviceware - Plane Talking Products

BEST ONBOARD SERVICE EQUIPMENT

(For Crew)

WINNER: Air France coat check hanger - Kaelis

JUDGES SAID: An elegant timesaver. A great idea, we're sure the crew will be happy to use and a great aid to service.

BEST FOR WELLBEING ONBOARD

WINNER: Libero Special Meals - Foodcase International

JUDGES SAID: High-quality meals with a great understanding of the challenging special meals category. Overall it was an exceptional entry.

HIGHLY COMMENDED: Virgin Australia Snacking Menu (Domestic) - Do Good Labs

BEST FOR SUSTAINABILITY

WINNER: SWISS-ALPS (Advanced Loading Planner System) Retail inMotion

JUDGES SAID: This addresses the holy grail of onboard food wastage using clever algorithms to create a dynamic loading system that helps accurately match load to demand and maximise revenue.

HIGHLY COMMENDED: Condor's bamboo travel mug amenity kit - Skysupply

BEST FOR ONBOARD TEXTILES

(First/Business)

WINNER: British Airways First Class Bedding - John Horsfall

JUDGES SAID: Classy, high-quality luxurious items that fit well with the British Airways First class cabin and even coordinate with the china serviceware. It really adds to the customer experience onboard.





HIGHLY COMMENDED: Etihad DUXIANA bedding programme - WESSCO

BEST FOR ONBOARD WEARABLE TEXTILES

(First/Business)

WINNER: Saudia Missoni Sleepwear - FORMIA

JUDGES SAID: These are high-quality pyjamas, beautifully presented and with a beautiful trim in the signature Missoni pattern.

HIGHLY COMMENDED: Designer Sleepwear for EVA Air by Jason Wu - BUZZ

BEST USE OF ONBOARD TECHNOLOGY

WINNER: Crew portal - Gateretail

JUDGES SAID: A really innovative idea, putting crew training and information online in a very modern educational and engaging way.

HIGHLY COMMENDED: Onboard EPOS - Gate Group & Black Swan Data

ONES TO WATCH

- **Matrix for its Infra Active pyjamas**
- **'for aisha' for its halal babyfood**
- **Evertaste for its zero carbon meals**
- **Skypro for the MySkypro Portal**
- **Skinny Genie for its gluten-free Brownie**
- **RMT for its cup holder tray**

The judges also awarded the following special awards:

FUTURE-SCOPING BUSINESS OF THE YEAR

WINNER: Monty's Bakehouse

JUDGES SAID: This award recognises of the company's commitment to industry-wide collaboration on sustainability and its collaborative, open approach offered through its Innovation Centre.

TREND-SETTER OF THE YEAR

WINNER: Galileo Watermark

JUDGES SAID: We are impressed to see such a strong focus on sustainability in the amenity sector - positioning sustainable product as the new luxury, and applying eco thinking in both Premium Economy and Business cabins.

JUDGING PANEL

We had 20 judges positioned worldwide who are all specialists in their fields:



JO AUSTIN
Former editor of Onboard Hospitality

Jo Austin is our chair of judges. She has had a long and successful career as a travel journalist and for 15 years was at the heart of all things onboard as editor of Onboard Hospitality magazine.



SANDRA PINEAU-BODDISON
Senior Advisor

Sandra is currently an independent consultant with over 28 years of experience in the airline industry, primarily leading the food service and customer experience teams for United Airlines.





GERARD BERTHOLON
Maitre Cuisinier de France

Gerard is the chief strategy officer for Cuisine Solutions and ceo of The Culinary Research and Education Academy. His culinary reputation and know-how is of world renown.



LANCE HAYWARD
MD – The Hayward Partnership

Lance is founder of The Hayward Partnership a group of independent industry professionals providing management consultancy services to the travel catering and retail sector.



SARAH KLATT-WALSH
Inflight consultant

Sarah has had a stellar inflight career working for SWISS International Air Lines and British Airways on significant product developments and launches, and is now an independent consultant.



KAREN ROBINSON
Supplements Editor, The Sunday Times

Karen travels extensively to write about holiday destinations and overseas real estate worldwide for one of the UK's leading national newspapers. Based in London.



ANDREW BROWN
Wine expert

Andrew has 40 years of wine trade experience and for the past 20 years he has focused solely on supplying wines to the travel sector through Ratcliffe & Brown. He is passionate about great wines and exceptional service.



MIKE POOLEY
MD Purpose-made-solutions

Mike has spent nearly 20 years with gategroup. His primary focus today is facilitating change and advising on business strategy and development as well as retaining a number of mentoring briefs.



ARIANE VAN MANCIUS
Now New Next Food & Packaging Consultancy

Ariane has worked for Helios, deSter and Supplair (gategroup) and has dealt with more than 150+ airlines worldwide. Her passion lies in translating trends into concrete product offerings. Based in Amsterdam.



MIKE CRUMP
MD – Honour Consulting

Mike started at British Airways where he led the design department and pioneered the flatbed revolution in First and Business. He is now MD of the aviation design and innovation consultancy – Honour Consulting.



SIMON SONI
Onboard consultant

Simon has worked in the airline industry for over 25 years at some of the world's leading airlines in the UK, Middle East and now in Canada where he's working in product development and delivery with Westjet.



MARC WARDE
MD Niche

A restaurateur and culinary consultant, Marc runs gluten-free restaurant group, Niche, in London and owns a special meals manufacturing business. He has worked in the onboard sector for many years advising the likes of Alpha LSG. >



KEERTHI HAPUGASDENIYA
Chef HappyK Solutions

Chef happy K is a high-profile, international celebrity chef whose company is one of the leading service providers to the airline industry. Founder and ceo of APOT.Asia. Based in Australia.



NIK 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.



ANNE DE HAUW
Founder of IN Air Travel Experience

Anne is the Founder of IN Air Travel Experience, a boutique Customer Experience curator and Innovation accelerator for air travel, with strong focus on environmental sustainability, and key objective to design and deliver future-proof guest experiences for airlines.



RYAN GHEE
Head of Strategy, Engagement & Content

Ryan spends every day studying aviation tech as editor at Future Travel Experience (FTE), head of strategy for FTE's global technology conferences, and manager of the FTE Innovation & Startup Hub.



RENÉ KEMPER
Designer & Creative @ MadebyRene

René has been the lead designer for KLM Airlines for five years. He was responsible for several new onboard packaging concepts and he has designed the new livery of the airline. He is now a successful freelance designer/creative.



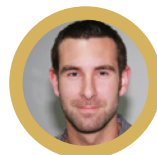
SHELLEY DAUNCEY
Former cabin crew

Following 15 years flying out of Gatwick and Heathrow for British Airways, Shelley has a clear understanding of what passengers want with a keen eye for the products and services that most help crew deliver effective and efficient passenger experiences



GEORGE BANKS
Culinary expert

Former regional catering manager with Emirates and catering manager concept development responsible for Emirates lounges. 33 years with British Caledonian Airways and British Airways. Author of Gourmet and Glamour in the Sky- covering a history of airline catering.



ANDY HOSKINS
Editor

Andy is Editor of London-based The Business Travel Magazine. He has nearly 15 years' experience in travel journalism and specialises in the hotel and aviation sectors. He has several awards including Travel Trade Journalist of the Year and Business Travel Editor of the Year.

