



Best Inflight Food or Beverage

The “Best Inflight Food or Beverage” award recognizes the best of a food or beverage product that enhances the onboard culinary experience. The food or beverage product can be complimentary or buy onboard.

Food Criteria

The winner must demonstrate the following:

- A clear commitment to leading, developing and representing the global business interests of the onboard service industry.
- Appearance, Taste, Functionality, Innovation, and Quality.

Appearance
<ol style="list-style-type: none"> 1. Is the offering packaged well? 2. Is the dish plated well? 3. Does it look appetizing?
Taste
<ol style="list-style-type: none"> 1. Is the dish pleasing to the taste buds? 2. Is it seasoned properly for in air consumption? 3. Does the offering complement other menu selections?
Functionality
<ol style="list-style-type: none"> 1. How does the product function as part of the inflight experience? 2. Is the product best utilizing the often limited galley space? 3. Is it easy for crew to handle?
Innovation
<ol style="list-style-type: none"> 1. Is this a new concept or refreshed idea? 2. Does it push the boundaries for its product type? 3. Does the offering enhance the airline brand?
Quality
<ol style="list-style-type: none"> 1. What is the overall quality of the product? 2. What is the customer perceived value of the product? 3. How long is the product life cycle? 4. Has the product been designed with sustainable ingredients in mind?

Beverage Criteria

The winner must demonstrate the following:

- A clear commitment to leading, developing and representing the global business interests of the onboard service industry.
- Appearance, Innovation, and Function.

Appearance
<ol style="list-style-type: none">1. Is the product alcoholic or non-alcoholic?2. Is the packaging unique?3. Is the product a “craft” or “artisan” product?4. Was the product “custom made” for the airline(s)?5. Is the product “easy to read” for the passenger?
Innovation
<ol style="list-style-type: none">1. Is the product a new concept?2. Has the package been designed to fit in aircraft galley carts?3. Is this product available at retail on land?4. Is the package impressionable?5. How unique is the product compared to others in the industry?6. Are marketing/advertising/incentive dollars attached to this product?
Function
<ol style="list-style-type: none">1. Is it complimentary or buy on board (BOB) revenue item?2. Is the product easy to open for passengers and flight attendants?3. Does the product require a special glass or cup for the passenger?4. Is the package material environmentally friendly?5. Is the package recyclable?6. Does the packaged product reduce or have minimal impact on the weight of the aircraft?7. Does the product require ice or to be chilled on dry ice?