



World Travel Catering  
& Onboard Services

**EXPO**

# PR GUIDE

## HOW TO GET INCLUDED IN WTCE MEDIA COVERAGE

Prepared by Storm Communications

### 1. Email us your company and product news

Share your latest company and product news with us so we can include it in our media pitches and pre-show editorial. Email [wtce@stormcom.co.uk](mailto:wtce@stormcom.co.uk) with your information, which could include press releases, brochures, or website pages.

### 2. Upload your news on your WTCE Exhibitor Profile

All WTCE exhibitors receive a login to populate an online exhibitor profile to drive awareness of your presence at the exhibition. Storm will monitor for new product news, so don't forget to keep it up to date with press releases, images, and product brochures. Login at [www.worldtravelcateringexpo.com/en-gb/exhibitor-hub.html](http://www.worldtravelcateringexpo.com/en-gb/exhibitor-hub.html)

### 3. Apply to be on a WTCE Product Trail

Visit the WTCE website for the chance to join the Steps to Sustainability, Wellbeing Walk-through or the Tech Trail. If you are selected, you'll benefit from a host of exclusive PR and marketing opportunities. Visit [www.worldtravelcateringexpo.com/trails-application](http://www.worldtravelcateringexpo.com/trails-application)

### 4. Use social media to share and connect

Use the hashtag #WTCE25 to shout about your new product launches, networking events, show parties, demonstrations, and more on social media. Make sure you follow, like, and subscribe to [WTCE on X](#), [Instagram](#), [Facebook](#), [YouTube](#) and [LinkedIn](#). It will help to drive awareness and footfall to your stand and encourage potential customers and media to follow your accounts.

### 5. Prepare on-site press packs

To ensure your news is distributed to attending media before the show, ready for use in show reviews and upcoming articles, please send your press packs to [wtce@stormcom.co.uk](mailto:wtce@stormcom.co.uk).

Below are some examples of how this guide has helped several brands achieve great results in the past:

FEBRUARY 6 2024 | FOOD & BEVERAGE

## Case Study: How Rivazur Cakes tackles the demands of the airline catering industry

By WTCE in partnership with PAX International

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### A world of innovation at WTCE

Event Director Polly Magraw gives PAX International a look at new and returning features of this year's event in Hamburg

by ROBYNNE TRUEMAN



**T**he leading inflight catering, onboard services and passenger comfort event of the year is just around the corner, with some exciting first-time features and returning favourites on the agenda. The 12th edition of the World Travel Catering & Onboard Services Expo (WTCE) will return to Hamburg from May 28 to 30, co-located with the Hamburg Interiors Expo (HISE).

"As event organisers in the inflight catering, onboard services and passenger comfort sector, we like to provide a central space where buyers from some of the world's leading air and rail operators can meet," Polly Magraw, WTCE Event Director, tells PAX International.

**Introducing WTCE's Ambassador program**

"We have already started to see the benefits of our new Ambassador program that we launched earlier this year," Magraw says, alluding to the expert panel of four professionals

who represent the event's core values, which are health and wellbeing, sustainability, food and drink.

The Ambassadors will be speaking on their specialist topics at this year's WTCE event as part of the Taste of Travel Theatre.

**Emphasizing sustainability**

New this year, the "Steps to Sustainability" feature is a section of the show floor highlighting sustainability. Walking the "trail" through this area will allow attendees to discover over 100 solutions for various onboard services.

"This new trail aims to celebrate the innovative accomplishments of companies who are using environmentally conscious materials, production, manufacturing and operations, whilst also showcasing organic foods, drinks, amenities and tableware," Magraw explains.

**Returning favourites**

Alongside the updated segments at this year's WTCE, there are several returning favourites. The "Wellbeing

"Wellbeing" will return to Hamburg this year, a feature dedicated to buyers looking at innovative food, drink, beauty and passenger comfort products that can alleviate the side effects associated with travelling long distances as well as promote long-term health and wellness.

"We're looking forward to returning to Hamburg for another edition of WTCE that will have a lasting mark on the industry as it progresses toward a sustainable future, but with passenger comfort and wellbeing remaining top of mind," Magraw says.

Registration is open on the WTCE website.

## Q&A with Procurall's Jennifer Green: Creating a sustainable supply chain



### What's new at WTCE 2024

In the spirit of innovation, the 2024 edition of World Travel Catering & Onboard Services Expo (WTCE) brings a range of new features and exhibitors...

#### AMBASSADOR PANEL

WTCE has appointed a new official expert Ambassador panel for the 2024 exhibition. Designed to help highlight the key themes of the event, the four Ambassadors will focus on elevating three of WTCE's main topics: health and wellbeing, sustainability and food and drink.

The Ambassadors include Julianne Poonan MSE, CEO of Creative Nature and passionate allergies campaigner; leading travel dietitian and nutritionist Melissa Adamski; Kelly Stevenson, former global wine and beverage manager at British Airways and current CEO of jetvine; and Matt Crane, Co-Founder of the Aviation Sustainability Forum (ASF).

They will take centre stage in the Taste of Travel Theatre, where their sessions will enlighten attendees on the latest trends, innovations, and best practices in their respective fields.

#### NEW EXHIBITORS

WTCE will attract over 250 exhibitors, including some first-timers. New this year is Koppert Cress, who will showcase its range of products that use all-natural, innovative ingredients.

Also exhibiting for the first time is Signature Cocktail Co., who will present its beverages which promise to take passengers on a sensory taste journey.

Discover Soothing Solutions, showcasing its Tomix Travel Pops; consumables crafted to alleviate



#### STEPS TO SUSTAINABILITY

This year sees the introduction of a Steps to Sustainability feature, incorporating a dedicated feature area and trail.

The area, located in Hall A1, will celebrate the accomplishments of a select number of sustainable exhibitor products that will allow attendees to see the innovations leading the way for 2024, from companies including SustainableHello, Hello Straw, Onyx Plate and Ly Company Italia.

Meanwhile, the trail will take attendees on a journey around the show floor to discover over 20 companies with the latest impactful products, ranging from tableware, food and beverage to amenity products, inspiring and enabling a more sustainable onboard experience for passengers.

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WTCE 2024 PREVIEW

## Welcome to WTCE 2024

VISITORS TO AIX CAN ALSO VISIT THE NEIGHBOURING WORLD TRAVEL CATERING & ONBOARD SERVICES EXPO TO GAIN A FEW MORE IDEAS FOR THE PASSENGER EXPERIENCE



### A big opportunity

Taking place on 28-30 May 2024, World Travel Catering & Onboard Services Expo (WTCE) will bring together over 250 exhibitors, offering a variety of products for onboard catering, food and beverage, amenity products and hospitality services. Among the big names exhibiting will be LSG Group, Formis, Ghazal, Linstol, Dillards, Blue Shakti, Capax Solutions, Avioner, SPS, Cateron, Flying Food Group, and many others.

In addition, several new features will engage and educate buyers from 175 of the world's leading airline and rail operators.

WTCE will be co-located with HISE, the world's largest inflight catering expo, which offers a wealth of opportunities for attendees to gain a few more ideas for the passenger experience.



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## WTCE uncovers latest challenges and trends in onboard product sourcing

The World Travel Catering & Onboard Services Expo (WTCE) will open its doors for its 12th year on May 28 at the Hamburg Messe. More than 2,750 delegates are set to attend, to showcase and learn about the latest innovations and products elevating the onboard passenger experience.

According to WTCE organizers, there are five highlights at this year's event that attendees will not want to miss.

#### Exceptional exhibitors

There will be more than 250 exhibitors present at WTCE 2024, from industry giants to first-timers. The array of exhibitors will showcase their latest innovations in travel catering, amenities and onboard services at the Hamburg Messe. Confirmed exhibitors include CATRION, Linstol, LSG Group, Flying Food Group, En Route, FORMIA and more.

### WTCE SUCCESS STORIES: THE SAVOURISTS

Snack company The Savourists was able to secure two new pieces of business after exhibiting at the World Travel Catering & Onboard Services Expo. Here we hear their story...



### Icelandair discusses the importance of meal pre-ordering





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