

## READY FOR TAKE-OFF: NX-FOOD, EUROWINGS AND RETAIL INMOTION FOCUS ON NEW FOOD TRENDS

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- The NX-FOOD hub for innovative food solutions of METRO launched a new cooperation with the airline Eurowings and the in-flight service provider Retail inMotion.
- Up to four start-ups will present their products to customers in the Wings Bistro Magazine of Eurowings for a three-month test-listing and in case of successful trial will get permanently listed.
- Applications can be submitted at [nx-food.com](http://nx-food.com). The first batch of start-up products will become available on Eurowings flights in August 2018.

Düsseldorf, 20 April 2018 – NX-FOOD, the airline operator Eurowings and the in-flight service provider Retail inMotion launched a new cooperation. The objective is to bring new food products to Eurowings passengers. Up to four start-ups will get the opportunity to validate their products in the Wings Bistro Magazine for a three-month validation phase. In case of successful trial, the products will get permanently listed. This will be decided by a jury of representatives from NX-FOOD, Eurowings and Retail inMotion. Applications can be submitted at NX-FOOD. The first batch of start-up products will become available on Eurowings flights in August 2018.

“We are excited to make our start-up products available at the 30,000 feet altitude”, shares Clément Tischer, Programme Manager at NX-FOOD. “Eager to promote innovative food to the wider audience, we offer our NX-FOOD start-ups an access to more than 2.000.000 passengers on around 20.000 of Eurowings flights within over 50 countries every month.”

NX-FOOD is short for Next Generation Food. The NX-FOOD hub is responsible for business development of new food solutions and concepts in the wholesale, retail and hospitality sectors. In the framework of its “Start-up Shelf” initiative, start-ups are offered access to selected wholesale stores of METRO Cash & Carry and Real hypermarkets to test their innovative products in a three-month market trial. After this piloting phase, a jury decides whether or not the product gets listed in the store assortment. The cooperation with Eurowings and Retail inMotion will work in a similar way: Start-ups can apply for a three-month validation period on board of the Eurowings flights. A jury consisting of Eurowings, NX-FOOD and Retail inMotion representatives will nominate up to four winners per batch who may list their products in the Wings Bistro Magazine of Eurowings. Once the trial period is over, the jury will analyse the sales data and customer feedback and will decide which products will permanently remain on the Eurowings menu.

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“Supporting these pioneering start-ups is clearly in line with our Eurowings brand values”, comments Katrin Rieger, Eurowings Vice President Customer Experience & Product. “We are thrilled to be taking this step with Retail inMotion and NX-FOOD and expect that the participating products will be a great addition to our Wings Bistro.”

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“Our goal is always to support our clients by offering them the trendiest and most innovative items on their onboard retail programs”, comments José Lirio Silva, Head of Onboard Retail Europe at Retail inMotion. “This partnership with NX-FOOD is a great way for us to identify up-and-coming food products and trends and offer them directly to the passengers of Eurowings.”

METRO is a leading international specialist in wholesale and food retail. The company operates in 35 countries and employs more than 150,000 people worldwide. In financial year 2016/17, METRO generated sales of around €37 billion. The company provides custom solutions to meet the regional and international needs of its wholesale and retail customers. With its sales brands METRO/MAKRO Cash & Carry and Real as well as delivery services and digitalisation initiatives METRO sets the standards for tomorrow: for customer focus, digital solutions and sustainable business models. More information at [www.metroag.de](http://www.metroag.de)

NX-FOOD stands for Next Generation Food and is a hub of METRO for new food solutions to address customer demands, future trends and a better food system. The range of NX-FOOD covers topics such as food waste and its reduction, vertical farming as well as sustainable new food concepts and innovative products for hospitality and end consumers that are made accessible by way of initiatives such as the Start-up Shelf. More information about NX-FOOD at [nx-food.com](http://nx-food.com)

Retail inMotion, based in Ireland, became a fully integrated member of the LSG Group in 2016. The company's culture of collaboration and innovation continues to help it to steadily strengthen its position in the global onboard retail industry. Retail inMotion offers propriety products, solutions and services in onboard retail IT technology, crew training, product distribution, in-flight entertainment, and fully outsourced onboard retail services. More information at [www.retailinmotion.com](http://www.retailinmotion.com) [www.lsg-group.com](http://www.lsg-group.com)

Eurowings is the low-cost airline from the Lufthansa Group specialising in affordable direct flights within Europe and from its Cologne/Bonn, Munich and Dusseldorf locations to attractive long-haul destinations. The airline currently offers more than 210 destinations in over 50 countries worldwide. Regardless of whether it's a business trip, city break or beach holiday – Eurowings has the right flight for every occasion. Flights with Eurowings can be booked online at [www.eurowings.com](http://www.eurowings.com) or via the Eurowings app.

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