

Porter Airlines' fresh take on Economy meals

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Edmond Eldebs, Senior Vice President and Chief Commercial Officer at Porter Airlines

[Porter Airlines](#) knows that to enhance its passengers' experience, it has to go above and beyond what its competitors are offering. For the airline, that means elevated food and beverage service—something it is now known for in the industry. But it is not just the complimentary inflight drinks and snacks that help the airline stand out. Porter has made freshness its obsession—so much so that it has developed a unique way of bringing meals to its passengers. While fresh ingredients, local sourcing, and sustainability may be the words expected for a trendy restaurant, to Porter, these are the standards it sets for itself to solidify passenger loyalty.

Whether flying PorterReserve, an all-inclusive Economy product akin to domestic Business or Premium Economy, or PorterClassic, the airline's traditional Economy experience, every Porter traveler enjoys free beer, wine and premium snacks. PorterReserve's fresh food options are available to PorterClassic passengers à la carte on flights lasting two and a half hours or more.

The decision to enhance the Economy experience was a strategic one for Porter. "We introduced certain things to regional flying, like complimentary snacks, and beer and wine served in glassware, that were practically unheard of 17 years ago. It is the foundation of our distinct onboard service," says Edmond Eldebs, Senior Vice President and Chief Commercial Officer at Porter Airlines.



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Utilizing Canadian brands whenever possible, partnerships are built on shared values such as local sourcing, quality ingredients and sustainability. "Our food and beverage partners are deeply passionate about their craft, and have strong relationships within their communities," says Eldebs.

But it is not just the selection process that differentiates Porter's meals. The Toronto, Canada-based airline has also developed a unique way to avoid the dreaded soggy sandwich that passengers have come to loathe. Porter intentionally serves chilled meals that are never frozen or reheated, a method that preserves freshness, taste and visual integrity.

Porter's menu is closer to a gourmet experience you might expect in a chic city eatery rather than on a flight. Entrees and side dishes are created in partnership with local kitchens, and sandwiches are prepared using renowned Toronto bakery [Nadège](#)'s croissants. With vegetarian and gluten-free options available, passengers can also enjoy healthy delights such as chia smoothie bowls, soba noodle bowls, tropical salmon poke, and Buddha bowls. The airline also offers organic wellness shots from Toronto's [Greenhouse Juice](#) and premium pre-mixed cocktails courtesy of Canadian western province Alberta's [Tumbler & Rocks](#). Porter's menu items are designed to be replicated with local ingredients across its network, with menu updates scheduled two-to-three times per year.



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The airline knows today's passengers care just as much about their eco-footprint as the airline does about satisfying their palates, and Porter has that covered, too. "Sustainability is at the heart of the menu design, with a priority on reducing and eventually eliminating single-use plastics onboard, providing biodegradable cups and cutlery, and eco-friendly packaging," says Eldebs.

He says Porter is proud not only of the meals it offers, but also for its unique position to address passenger concerns that have been ignored for too long. "For over two decades, the entire industry has chipped away at the Economy travel experience. It has become a very painful, stressful and dehumanizing experience for most people, and no carrier has removed the pain points for Economy travellers or focused on making the Economy travel experience more enjoyable. So that's just what Porter is doing. All passengers, whether seated in PorterReserve or Classic, enjoy a level of generosity and thoughtful service that is non-existent in Economy air travel today."