

Talking snack strategies with Intervine

This is a special feature from *PAX International's* [April 2024 Special Meals issue](#), on [page 33](#).



Amy Jullien, Corporate Vice President, Intervine

[Intervine](#) partners with several snack brands that provide delicious and inclusive products for all passengers. “Since 2020, Intervine has significantly expanded our portfolio of snacks and meal components for airlines and cruise lines, with a focus on including allergen-free, vegetarian, vegan, kosher and sustainable products. We are thrilled to see the increased selection of these products by our clients,” says Corporate Vice President, Amy Jullien. She tells *PAX International* the packaged snack line up meets the current demand from airlines to provide options that can be enjoyed by the broadest scope of passengers.

“By offering these options across all cabin classes, airlines demonstrate their commitment to passenger well-being and create a more positive travel experience for everyone,” Jullien explains. “Consistency between stated values and actions strengthens brand trust.”



Unreal chocolates provide a vegan, gluten-free, minimal sugar snack for passengers made from fair trade ingredients. The product flies onboard United Airlines

She says including snacks that are allergen-free, gluten-free, vegan and kosher demonstrates the airline's understanding of its obligation to meet the needs of millions of passengers with life-threatening food allergies, dietary restrictions and food preferences who travel annually. It builds trust for passengers who may have previously had limited onboard food options, and it can help airlines fulfill positive social impact promises by promoting inclusivity and health.

A look at Intervine's portfolio

Jullien highlights some brands Intervine works with: [Whisps Cheese & Pretzel Bites](#) (gluten-free, 13 grams of protein, onboard [United Airlines](#)); [Unreal](#) chocolates (vegan, gluten-free, minimal sugar, fair trade ingredients, onboard United Airlines); [Creative Nature](#) (top 14 allergen-free, vegan, kosher, HFSS compliant); [Lam \(arant\)](#) (gluten-free, vegan ancient amaranth chips) and [Outstanding Foods](#) (organic whole veggies, gluten-free, soy-free, kosher). Other notable brands include [Krave Jerky](#), [Country Archer Provisions](#), [Drizzilicious](#), [O'Doughs](#), [Jimjams](#) and [Sun & Swell](#).



Whisps Cheese & Pretzel Bites are gluten-free with 13 grams of protein. The product flies onboard United Airlines

Intervine can work with supplier partners to incorporate biodegradable, compostable and resealable packaging. For passengers who may be hesitant to indulge in these snacks, Jullien says visually appealing images, concise messaging and QR codes can be an ideal way to share more information about the product and “dispel the myth of blandness” that surrounds free-from snacks. “The products we offer in our portfolio are great tasting and inclusive. A win-win for everyone,” she says.