

CONFECTIONERY AND FINE FOODS

JamPacked unveils range of consumables for inflight sales

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By Melody Ng, Asia Bureau Chief



UK. JamPacked, a division of The Scorpio Group, has launched a range of travel retail and inflight consumable products developed exclusively for the company by STM Brands.

Aimed initially at the UK-based airline market, the products were first shown at the recent Airline Retail Conference (ARC) in London, where the Nuba range of cocktails [was named](#) Best Inflight

Food or Beverage Product. Made according to traditional recipes with no preservatives, additives or artificial sweeteners, the selection of 'cocktails in a bottle' includes Cosmo, Mai Tai and Mojito.

Chocofix, a boxed milk chocolate airline set that contains two chocolate wings, two chocolate tail pieces and the main body of the airplane, was also well received at ARC, the company said. The pieces can be stuck together to create a whole chocolate airplane, suitable for kids as a gift or to keep them occupied during a journey.

The JamPacked collection also includes the Hewbys Bakehouse range, which comprises Golden Flapjacks, Cherry Shortbreads, Chocolate Fudge Brownies and more. These individually wrapped treats have a shelf life of at least six months and are suited for inflight snacking.

JamPacked Brand Manager Janice Hockenhill said: "Our next development here is to offer a combo pack for inflight combining a Hewby's baked slice with a Crantock's savoury puff pastry roll. We think this will be a real winner."

Other gift ideas include Bamford Manor, a collection of milk, dark and white chocolates. With the tagline 'Chocolates but Posher', the range is available in a variety of weights and assortments, with names such as The Harsh Governess, Nutty Nigel and The Thin Toff.

Also on offer are bespoke branded lollies and chocolate coins, traditional sweet packs such as lemon sherberts, mint humbugs and cola cubes, and 'Candy Heaven' pocket money-priced sugar confectionery packs.

This new collection widens the existing JamPacked range, which includes agreements for Coca Cola, Fairfield's Farm Crisps, Dormen's Foods for nuts and a soon to be launched range of baked snacks.

"We've been absolutely thrilled by the response to JamPacked and have already secured several listings with UK carriers including Monarch, Thomson, Virgin Upper Class, Flybe, Meridian and Strategic," Hockenhill said.

"We're very confident that this new range will really help us to establish ourselves as a serious player within the inflight food & beverage business, offering a product selection that really stands out in terms of quality, originality, innovation and suitability for the market it serves."

For more information, contact Janice Hockenhill, Brand Manager, JamPacked; tel: +44 (0) 7800 897 672, or e-mail: janice@jam-packed.co.uk.



JamPacked Brand Manager Janice Hockenhill with the Nuba range of cocktails, winner of the Best Inflight Food or Beverage Product award at the 2011 Airline Retail Conference in London

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(Left) The Bamford Manor collection of milk, dark and white chocolates is available in a variety of weights and assortments; (Right) The individually wrapped treats in the Hewbys Bakehouse range have a shelf life of at least six months, and feature items including Golden Flapjacks, Cherry Shortbreads and Chocolate Fudge Brownies

NOTE (1): The Moodie Report this month [announced](#) the imminent launch of The Foodie Report, a new e-Zine dedicated to all travel-related, revenue-generating food & beverage activities. It will launch in coming weeks, with all coverage archived on a dedicated 'Foodie' section of The Moodie Report.com. Please send news and images of food & beverage developments to Martin@TheMoodieReport.com or Genevieve.Knevit@TheMoodieReport.com