

LSG partners with GOL on both F&B and retail onboard

The LSG Group has announced it has commenced the supply of both catering and retail products to Brazilian carrier GOL Linhas Aéreas Inteligentes (GOL) on flights departing from São Paulo International Airport (GRU).



LSG management says that from this month the new partnership also includes provision of retail items sold through GOL's domestic services, which include gluten-free, lactose-free and vegan options, plus a full range of alcoholic beverages and hot meals.

The agreement also includes catering to GOL's international flights departing from GRU, as well as the delivery logistics of the 'Mãe Terra' organic snacks, although these are distributed free of charge onboard domestic flights.

GOL IS GROWING VERY FAST

GOL currently has a share of more than 36% of the domestic air transport market and it also operates around 760 daily flights within Latin America and the Caribbean.



GOL is now one of the biggest airlines operating in Latin America, carrying more than 20m passengers a year.

GRU is one of the carrier's main hubs, with some 95 daily domestic and 12 international flights.

In Brazil, LSG Sky Chefs also caters to GOL at its Salvador (SSA), Recife (REC), Natal (NAT) and Belem (BEL) facilities.

LSG and GOL's partnership dates back to 2001, when the airline launched its operations. Since then, it says this cooperation has been marked by a focus on innovation and excellence in service.

In 2006, LSG Sky Chefs supported GOL on its introduction of the first onboard retail programme in the country. "We are very proud to have participated in the successful growth of GOL throughout these 16 years of working together," said Danilo Lencioni, LSG Group's Sales & Pricing Director in Latin America.

LSG LOOKING TO ADD VALUE TO GOL'S ONBOARD SERVICE

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“We hope to further expand our partnership and continue to aggregate value to their onboard service.”
Lígia Uegama, LSG Group’s Latin America Sales and Service Manager added: “This new cycle in our partnership reaffirms GOL’s trust in the excellence and quality of the products and services that LSG offers.

“We are fully committed to ensuring the high standard of service we are recognised for, so that GOL can continue to provide the best possible onboard experience to its passengers”.

The LSG Group is the world’s leading provider of end-to-end on-board products and services. These include catering, on-board retail and entertainment, on-board equipment and logistics, consulting and lounge services.



LSG IS MAJORITY OWNER OF RETAIL INMOTION

The company is also the majority owner of Dublin-based Retail inMotion, which specialises in onboard retail business and driving airline ancillary revenue.

In all, the companies belonging to the LSG Group achieved consolidated revenues of €3.2bn (\$3.7bn) in 2016. GOL transported a total of 7.3m passengers in the second quarter of 2017 (-1.3%) and 15.5m in the first six months – down -5.6% when compared with the same period in 2016.

The airline also acquired Brazilian airline Varig on 28 March this year, making it one of the largest airlines in Latin America which now transports more than 20m passengers a year.

A GOL Boeing 737 (Source: Aeroprints.com).