

BuyOnBoard

Why did Azores Airlines implement a Buy-on-Board model?

The implementation of the Buy-on-Board model is the result of a strategy aimed at making operations more sustainable, efficient, and in line with international aviation trends. The decision was based on an in-depth analysis that identified clear benefits:

- Proven reduction in food waste, given that a significant portion of the meals previously offered were not consumed.
- Lower environmental impact by producing and transporting only the necessary products, reducing weight on board, fuel consumption, and carbon footprint.
- Adaptation to route and schedule profiles, especially on night flights, where meal consumption is considerably low.
- Economic sustainability, essential in a context of strong pressure on costs in the airline industry, allowing supply to be adjusted to actual demand.
- Following a consolidated global trend, many airlines adopt mixed or fully Buy-on-Board models in economy class, providing passengers with more flexible and personalized services.

Why did you recently apply this model to flights to/from North America (US and Canada)?

The application of the model on flights to/from North America is part of a gradual implementation process, allowing for a natural transition in which passengers progressively adapt to a more personalized experience in line with new industry standards.
After positive results on the routes where the model was initially introduced, the extension to North America reinforces the consistency of service and the operational and environmental benefits across the entire SATA network.

Why wasn't a mixed model adopted, with a complimentary meal supplemented by the sale of other products?

Consumption analysis showed that, even when offered free of charge, many meals were not consumed, especially on night flights. A fully mixed model would continue to generate significant waste, reducing the intended environmental and economic benefits.

Buy-on-Board allows supply to be aligned with actual demand, maintaining quality, variety, and freshness, without carrying meals that are unlikely to be consumed.

Can any passenger request water free of charge, or does it have to be purchased through Buy-on-Board?

Yes. Water can be requested free of charge by any passenger, regardless of travel class. Access to water does not depend on the Buy-on-Board service.

Are passengers traveling in Comfort Class also required to purchase Buy-on-Board products?

No. Comfort class continues to include meal and beverage service, maintaining the level of differentiated service and complete experience that these passengers are accustomed to.
There is no obligation to purchase additional products.

Can passengers in Comfort Class purchase Buy-on-Board products, even though they are entitled to complimentary meals and beverages?

Yes. Comfort class passengers can purchase products from the Buy-on-Board catalog if they wish. The model is flexible and allows for a personalized experience.

What is the market practice for Buy-on-Board on long-haul flights?

In the international market, there has been a consolidated trend for several years towards mixed or fully Buy-on-Board models in economy class, even on long-haul flights. Many airlines:
- offer full meals only in higher classes,
- offer snacks, light meals, and beverages for purchase throughout the flight,
- adopt personalization policies, allowing passengers to supplement the included service with paid products.

This move follows the same principles that guided Azores Airlines' decision: sustainability, efficiency, waste reduction, and responding to the expectations of passengers who value flexibility and choice.

How often are the items available for sale updated?

According to the contract, onboard sales reviews and adjustments to the products offered must take place at least once every six (6) months. However, monthly meetings are held to assess sales performance and make appropriate adjustments to the product offering.

Are there any associated promotions?

On the last sector/flight of the day, a 40% discount will be applied to fresh sandwiches available on board. This measure, implemented as of July 16, 2025, aims to reduce food waste. Information regarding the route that the barset will take is available in the Purser Briefing. In addition to this discount, there are specific commercial campaigns aimed at increasing sales or promoting products.

What types of payment are accepted?

Credit and debit cards are accepted as payment: American Express, Apple Pay, Chip and Pin, Contactless, Mastercard, Samsung Pay, Visa, and Google Pay. Currency of payment: euros only. Payment limit: 100 euros per transaction. Cash, checks, vouchers, and prepaid cards are not accepted.

How can passengers request a receipt for their payment, either on board or later?

All receipts for onboard purchases are issued in digital format and can be requested onboard or later via our website at the following link: TS5. Receipts are available for up to 90 days after the date of travel.

Unaccompanied minors are entitled to a complimentary meal from the Buy-on-Board service. What does this consist of?

Unaccompanied minors (UM) are entitled to select one option from each of the groups listed below, free of charge:

Group 1	Group 2	Group 3
Fresh sandwiches (mixed toast, yeast cake, or chapati) Gluten-free marble cake Chocolate muffin	Lays Gourmet Doritos Tex Mex Kit Kat	Compal apple Compal orange Luso Water

Is there any prior information for passengers regarding in-flight sales?

The change to the meal service model was communicated in advance to all SATA partners and passengers. Customers who had already purchased tickets were offered a full refund, without penalty, if they did not accept the change to the meal service previously included in the ticket. Additionally, the following information is included in the passenger's ITR, depending on the market and itinerary:
- Domestic Market – Buy-on-Board (Full Y) – Food and beverage for purchase
- European Market – Buy-on-Board (Full Y) – Food and beverage for purchase
- International Market – Buy-on-Board (Cabin Y) – Food and beverage for purchase and Hot meal (Cabin C)
- Inter-island Market – No meal service

Why don't we sell fresh sandwiches on return flights from the US and Canada?

Long-haul flights require greater temperature control and food safety to ensure that fresh sandwiches maintain their quality and safety until the moment of sale. To ensure compliance and avoid risks, we have chosen to offer only packaged products with an extended shelf life.
We are currently conducting temperature control chain tests for fresh food on long-haul flights. If these tests are not successful, we are evaluating the possibility of contracting catering directly from the respective destinations.

What mechanisms are in place to ensure that there is no waste or, conversely, a shortage of products for sale?

To ensure that there is no waste or shortage of products for sale on board, several stock control and management mechanisms have been implemented, namely:

Daily consumption monitoring:

Consumption recorded on each flight is analyzed daily, allowing immediate trends to be identified and quantities loaded to be adjusted quickly. This continuous monitoring ensures greater accuracy in demand forecasting and reduces the risk of stock shortages.

Periodic analysis of best- and worst-selling products:

The performance of each product is regularly evaluated, identifying those with the highest turnover and those with the lowest sales. This analysis allows us to optimize the quantities shipped, reinforcing the items in highest demand and adjusting the rest to avoid waste.

Constant review of fresh sandwich quantities:

As perishable products, fresh sandwiches are subject to continuous and careful review. Quantities are adjusted considering consumption patterns, seasonality, and expected flight occupancy, ensuring a balance between availability for sale and minimization of waste.

With these integrated mechanisms, the onboard sales system ensures efficient stock management, reducing losses, avoiding shortages, and ensuring that passengers find the products they are looking for during the flight.

Who is Gateretail?

Gateretail, part of the Gategroup, is the world's leading specialist in onboard retail, offering complete and integrated solutions for the travel retail industry. Gateretail supplies our airline partners with food, beverages, boutique items, and other ancillary goods. Serving more than 20 airlines and catering to over 300 million passengers annually on more than 1,000 aircraft worldwide, Gateretail combines global scale with customized, customer-centric retail programs.