

FLIGHT CATERING INDUSTRY

IAL 3210

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RECAP

- I. Nowadays, can airline passengers can dine in the sky, just like sitting in a restaurant?

YES, THEY CAN

- II. Is it normal that the number of food and beverage equipments on board an aircraft are outnumbered the number of passengers?

YES, IT IS NORMAL

- III. What was the first country in the world that constructed airline kitchen?

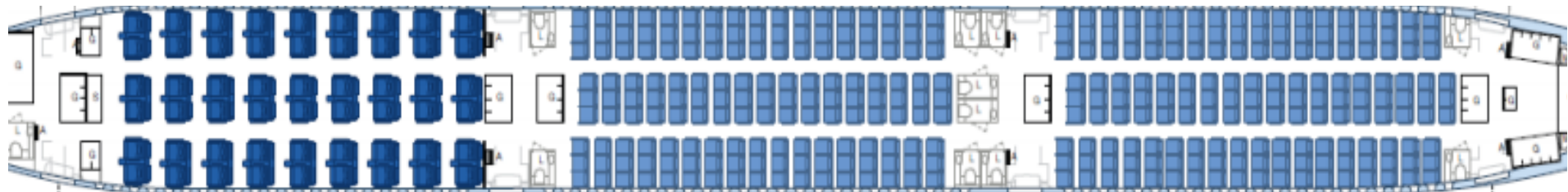
Great Britain / Imperial Airways



RECAP

STARBOARD

(RIGHT SIDE FACING FORWARD)



PORT

(LEFT SIDE FACING FORWARD)

RECAP





RECAP

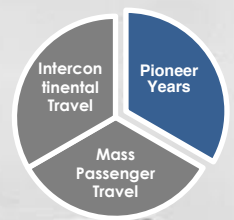
AIRPLANE



AEROPLANE



Introduction To Flight Catering



1903



December 17, 1903 : Orville Wright piloted the first powered airplane

Introduction To Flight Catering

1919

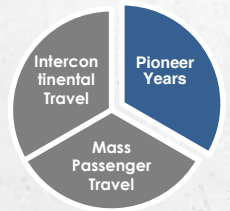
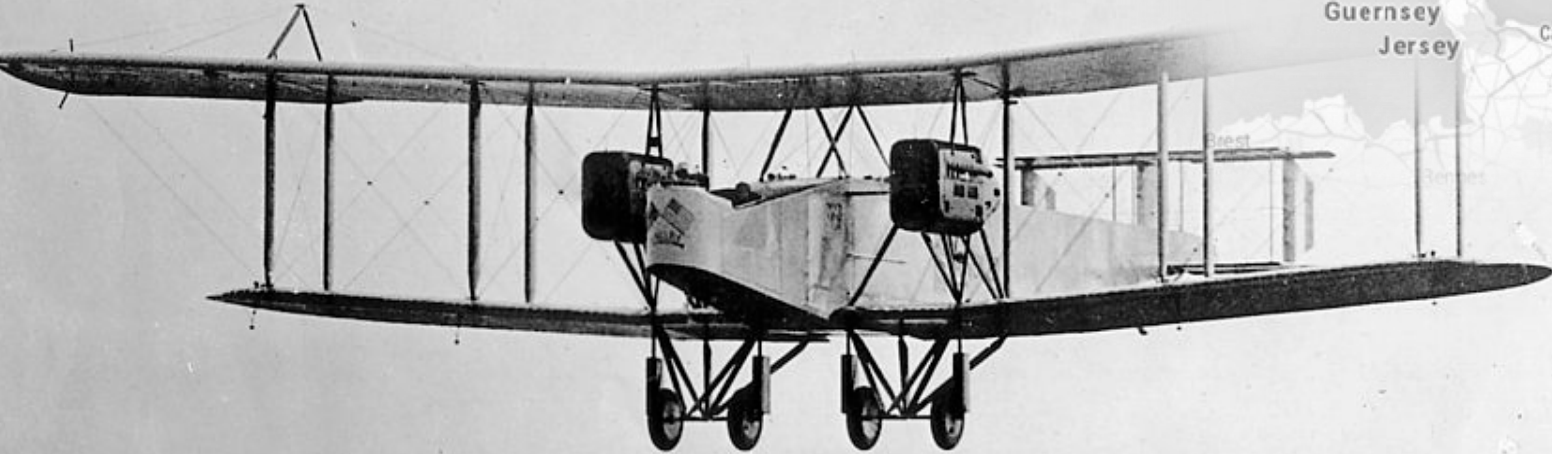
HANDLEY PAGE

First meal – 3 Shillings

2-hour flight

Sandwich, Fruit And Chocolate

Game And Cream Teas



The first regular passenger service by aeroplane began in 1919 in Europe



RECAP

AIRPLANE

AMERICAN English

AEROPLANE

BRITISH English



Welcome to Thailand!
Happiness

Dive into the world of...

9

10

10

C

D

E

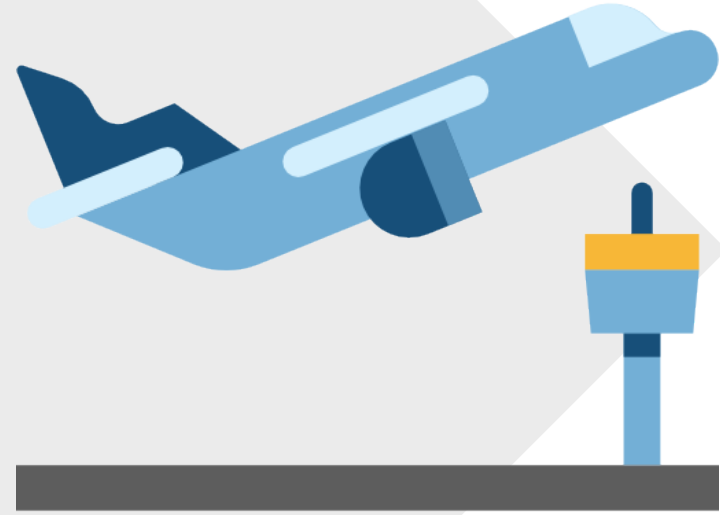
F

G

H



PASSENGER



CABIN CREW

Flight attendants typically do the following:

Ensure that adequate supplies of refreshments and emergency equipment are on board

Ensure all passengers have seatbelts fastened and ensure other safety requirements are met

Demonstrate the use of safety and emergency equipment

Serve, and sometimes sell, beverages, meals, or snacks

Take care of passengers' needs, particularly those with special needs

Reassure passengers during flight, such as when the aircraft hits turbulence

Administer first aid to passengers or coordinate first aid efforts, when needed

Direct passengers in case of emergency

Assist in cleaning the cabin between flights



FLIGHT CATERING

PUCHASING
OUTSOURCING

FOOD

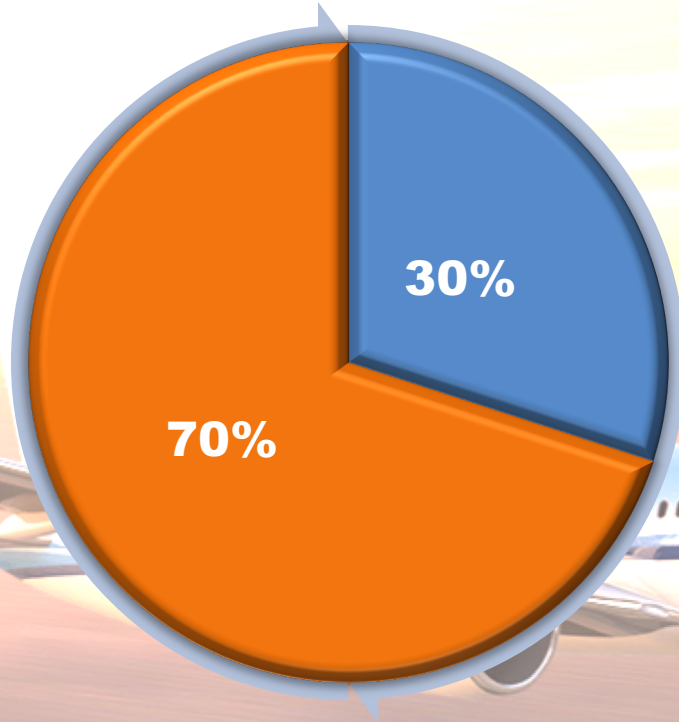
PEOPLE
STRATEGY
MONEY
MANAGEMENT

DECISION MAKING
TIME

LOGISTICS

SERVICE
INNOVATION
HYGIENE
OPERATION

FLIGHT CATERING



 **FOOD**

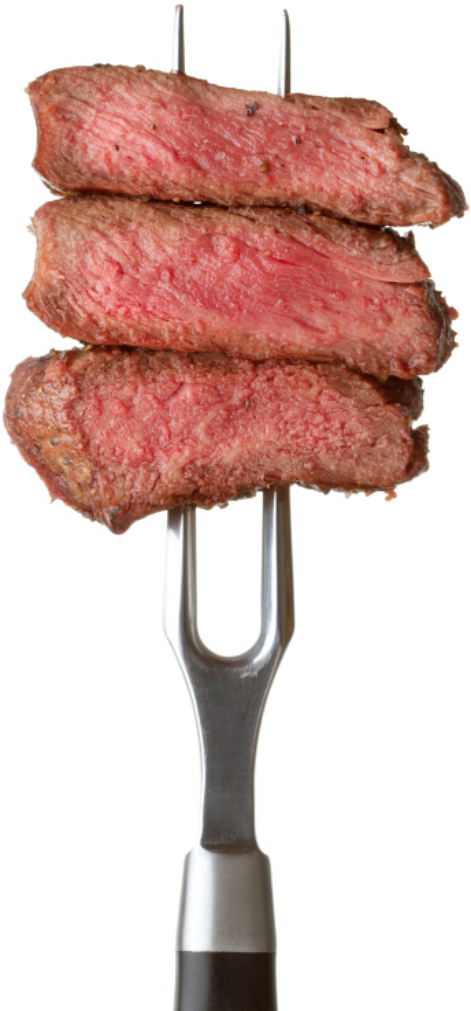
 **LOGISTICS**



As the President of KLM Catering
once said

*“In-flight
catering is
70 percent
logistics
and
30 percent
cooking.”*





STAKEHOLDER

A **stakeholder** is a party that has an interest in a company, and can either affect or be affected by the business.

The primary stakeholders in a typical corporation are

- Its Investors
- Employees
- Customers



STAKEHOLDER



A college or university has **five major** stakeholder groups when it comes to hospitality and customer service:

Students

Staff

Faculty

Administrators

The community the college is in

STAKEHOLDERS OF FLIGHT CATERING



PASSENGERS

AIRLINES

**PROVIDERS
(CATERERS)**

**SUPPLIERS
(FOOD-
NONFOOD)**

STAKEHOLDERS OF FLIGHT CATERING

PASSENGERS

AIRLINES

**PROVIDERS
(CATERERS)**

**SUPPLIERS
(FOOD-
NONFOOD)**

ROLES

RELATIONSHIP

CONCERNS / RESTRAINTS

STAKEHOLDERS



Prior to the 1960s, air travel was exclusive – only the very rich or government employees would fly long haul. The development of jet aircraft and charter airlines lead to mass air travel. Subsequently in the 1990s, the business model was redesigned by the operators of so called low cost or budget airlines.

Huge diversity of customers

Expect the service to match the money spent

Wants the service at their own pace

Nutritional Concern

AIRLINES

NO

STAKEHOLDERS



Airlines are responsible for the design of onboard service.

PASSENGERS

PROVIDERS (CATERERS)

SUPPLIERS (FOOD-NONFOOD)

- Time of flight,
- Length of flight,
- Point of embarkation and disembarkation,
- Nationality or ethnicity of passengers,
- Seat class (Economy Business or First),
- Budget allowed by the airline,
- Price of food, seasonality of food,
- Cost of labour to make a food item,
- Time required to serve the food,
- Number of flight attendants available to serve food,
- Time needed to consume food,
- Ability of meal to be consumed in a small place on a plane,
- The time and effort needs to clear an item,
- The needs and desires of the passengers,
- Odors that may penetrate the cabin,
- The ability of meal to be rethermalized
- The ability of the meal to withstand low humidity and pressures.

STAKEHOLDERS



Caterers have two main roles:

- **To prepare items not bought in directly from suppliers to a state ready for loading on board**
- **To assemble trays and trolleys**

Flight kitchens are always located near to major airports and are usually used to 'manufacture' consumable food items.

- **The cost of space**
- **The cost of labor**

AIRLINES

SUPPLIERS (FOOD-NONFOOD)

- Although they are a customer of the supplier, the products used may not be of their choosing but may have been determined by the airline.
- When the products used are those purchased directly by the airline, caterers only charge for a handling and storage fee of the product but not the cost of the product.
- For instance, all liquor products for tax reasons must be purchased by the airlines, either through a prepaid arrangement with the distributor or through an arrangement whereby the charges are directly invoiced to the airline. **However, the caterer is often responsible for keeping and accounting for any such products** and these products are usually delivered directly to the caterer's bonded store. The challenge for caterers is that the products are the property of the individual airlines served by the caterer. Products belonging to one airline cannot be used for another, even if the two airlines use identical products.

STAKEHOLDERS



SUPPLIERS
(FOOD-
NONFOOD)

Suppliers may supply the inflight industry in two main ways.

- **Supply the Airlines**
- **Supply the Caterer**

AIRLINES Airlines buy direct from suppliers because they want to have **continuity of supply** in all their stations, because they **negotiate a discount**, or because they want to **maintain a particular brand image**.

PROVIDERS (CATERERS)

Suppliers have two approaches to manufacturing their products;

- **Standard products,**
- **specialist products (specifically designed for the in-flight kitchen)**

For instance, spirits manufacturers need to bottle their spirits in miniatures rather than 40 oz bottles.

STAKEHOLDERS OF FLIGHT CATERING



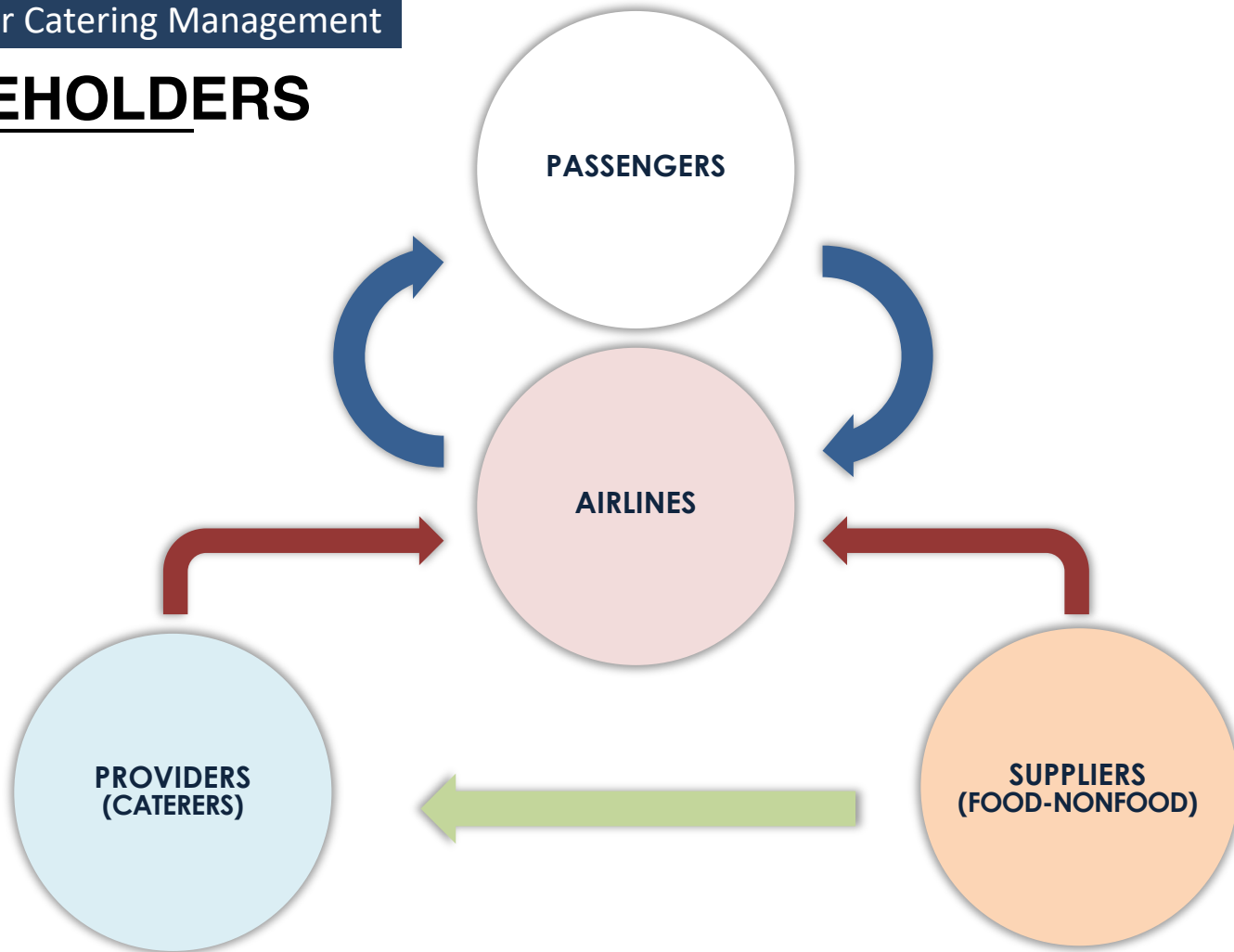
PASSENGERS

AIRLINES

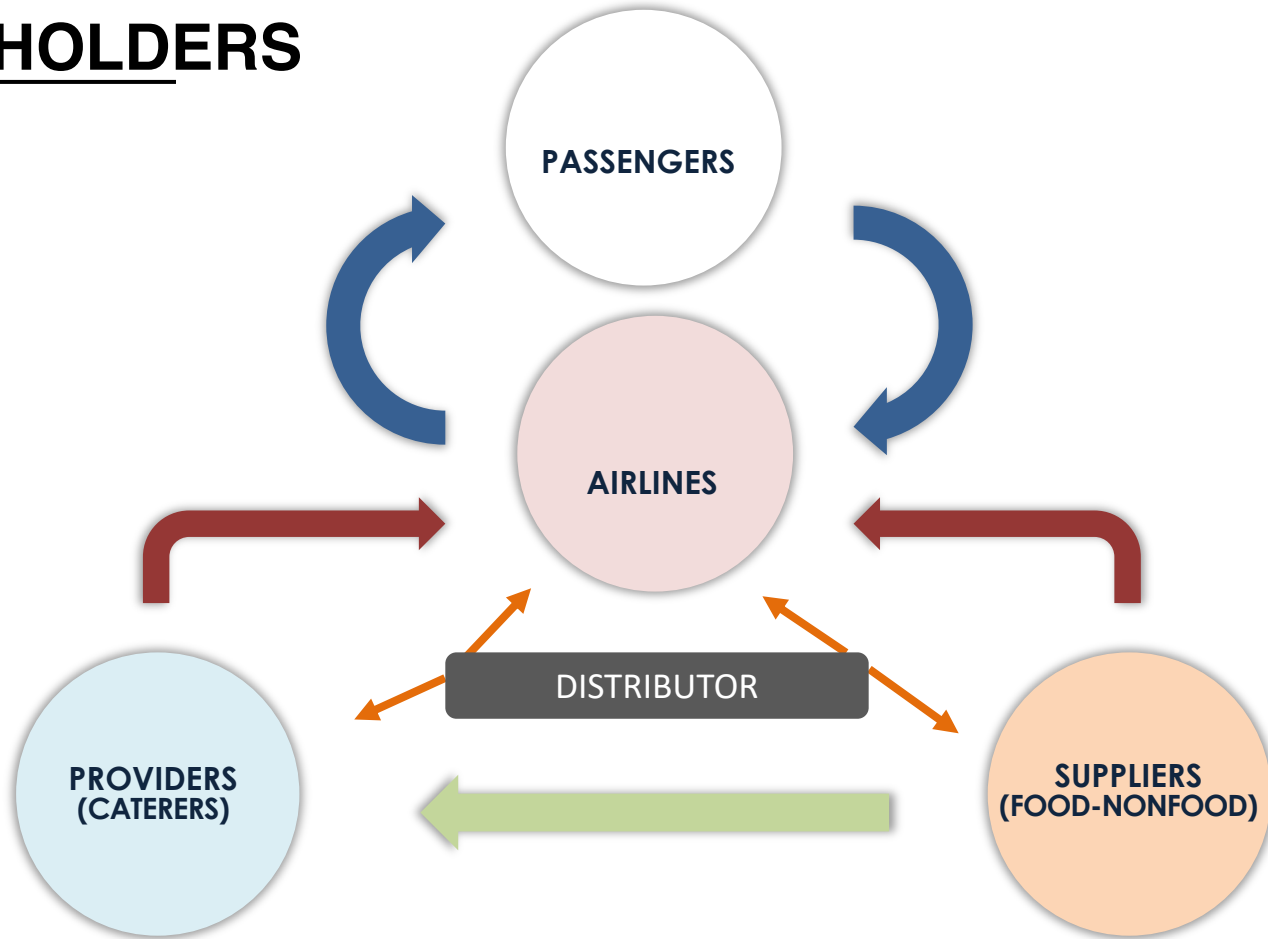
**PROVIDERS
(CATERERS)**

**SUPPLIERS
(FOOD-
NONFOOD)**

STAKEHOLDERS



STAKEHOLDERS



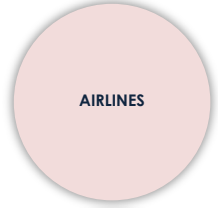
ROLES

RELATIONSHIP

CONCERNS / RESTRAINTS



PASSENGERS



AIRLINES



PROVIDERS
(CATERERS)



SUPPLIERS
(FOOD-NONFOOD)

	ROLES	RELATIONSHIP	CONCERNS / RESTRAINTS
PASSENGERS			
AIRLINES			
PROVIDERS (CATERERS)			
SUPPLIERS (FOOD-NONFOOD)			

Group1

PASSENGERS

Group4

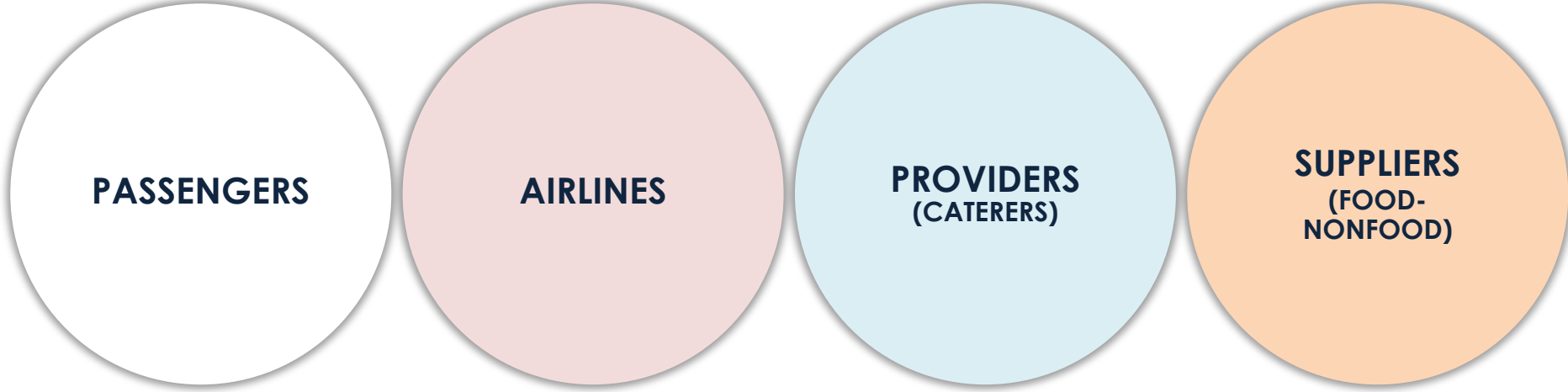
AIRLINES

Group2

**PROVIDERS
(CATERERS)**

Group3

**SUPPLIERS
(FOOD-
NONFOOD)**



STAKEHOLDERS

1

2

3

4

5

6

COST OF SPACE/LABOR