
AA Bakeries International announces rebrand to AAB-inflight

By **Jane Hobson** on | Catering



AA Bakeries International has announced it is rebranding to AAB-inflight as part of its repositioning to a concept developer rather than just a patisserie supplier.

AAB-inflight Co-Founder Harry Boshouwers tells *PAX International* that the rebrand represents the company's new focus, which is “providing the most creative solutions for airlines and airline caterers.”

The onboard snack and food concept provider will supply cakes, tarts, bread, savory snacks, drinks, pizzas, packaging solutions, buy-on-board items, frozen-fresh concepts and more.

“More and more airlines are finding their way to AAB-inflight as a result of the combination of rapid creative innovations and the ability to cooperate on processes, efficiency and sustainability,” says Boshouwers.