Ferier In-Flight Catering expands services, sets strategy for future growth



Ferier In-Flight Catering CEO Paweł Litkiewicz

For more than a decade, Ferier In-Flight Catering has been expanding its role beyond traditional catering, offering airlines a comprehensive range of services designed to enhance the onboard experience. Under the leadership of CEO Paweł Litkiewicz, the company has evolved into a versatile service provider, addressing not only catering but also logistics, ground handling and onboard sales.

A decade of growth and achievements

Reflecting on the company's 11-year journey, Litkiewicz highlights Ferier's biggest achievement: its strong and dedicated team.

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“With a good team, you can do everything. That would be the biggest milestone, and the rest of the company’s achievements are just the outcome of that,” he tells *PAX International.*

Beyond building a talented workforce, Ferier has significantly expanded its service portfolio. Originally focused solely on catering, the company now provides complementary services, making it a one-stop shop for airlines. A key development in recent years has been the addition of catering equipment logistics, allowing airlines to streamline their supply chain by sending all necessary items to Ferier for sorting, counting and distribution.

“The airlines really do like having their problems solved,” Litkiewicz notes, emphasizing the convenience the company offers.

Additionally, Ferier has obtained licenses in Poland for ground handling services, enabling it to manage onboard cabin arrangements, including blankets, pillows and onboard supplies. The company also operates buy-on-board programs, overseeing everything from product sourcing and payments to stock management and revenue-sharing agreements.

The value of industry collaboration

Ferier’s industry engagement extends beyond its service offerings. In 2022, the company joined the Airline Catering Association (ACA), a move driven by its desire to find a collective voice for the catering industry.

“When I joined the industry in 2021, I had the feeling that it was very fragmented, with no strong organizations representing catering,” Litkiewicz explains.

ACA provides the collaborative platform Ferier sought, allowing it to share insights with both major global players and smaller regional providers. As a participant in ACA’s inaugural Leadership Symposium in February, Litkiewicz sees the organization as a crucial forum for discussing industry challenges and shaping its future.

Meeting evolving passenger and airline needs

With passenger expectations constantly evolving, Ferier’s strategy revolves around innovation and responsiveness. Rather than viewing changes in traveller behavior as obstacles, Litkiewicz sees them as opportunities.

“The key is the approach: do not treat it as a problem, but rather as a challenge,” he says.

Passengers today expect greater personalization and convenience, from priority boarding to meal preordering. Ferier has responded by focusing on special meal options and sourcing high-quality regional products. This not only enhances the passenger experience but also provides a cultural touchpoint that crew members enjoy sharing.

“Special meals are preordered more commonly now, and that our customers really like to have regional products, either from Poland or from the destination,” Litkiewicz adds.

A strategic vision for the future

Looking ahead, Ferier’s strategy for remaining competitive is twofold: diversification and fostering a dynamic corporate culture. The company plans to further expand its range of services while encouraging its team to embrace new initiatives, even if some carry an element of risk.

“If you don’t try, you will never know if you will succeed or not,” Litkiewicz says. “Probably not all of the initiatives will succeed, but at least I can be honest with myself and with the team that we have tried.”

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By continuously adapting to industry needs and strengthening its internal culture, Ferier In-Flight Catering is positioning itself for long-term success in a competitive market. As airlines seek comprehensive service providers that can streamline operations and enhance passenger satisfaction, Ferier's commitment to innovation and collaboration ensures it remains a valuable partner in the evolving landscape of airline catering.

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