GIC International celebrates 25 years

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At GIC International Catering, menu engineering, portion optimization and packaging innovation support efficiency while enhancing the premium passenger experience

This year marks the 25th anniversary of GIC International Catering, a milestone reflecting a quarter-century of progress, operational excellence and enduring airline partnerships.

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Speaking with *PAX International*, Managing Director Goeksel Yildirim and Commercial Director and QMS Lead Bongi Tshazi shared insights into the company's defining milestones, strategic direction and approach to meeting evolving airline expectations.

"GIC's 25-year milestone reflects disciplined, sustainable growth," Yildirim explains. "Key phases include expanding production capacity, diversifying our airline portfolio and investing in infrastructure, technology and menu innovation to scale without compromising standards."

The pandemic proved to be a defining period for the caterer. Yildirim says the crisis became an opportunity to strengthen internal systems, improve operational flexibility and reinforce team structures, ultimately leaving GIC more resilient and better positioned for future growth.



Goeksel Yildirim, Managing Director, GIC

"The first 25 years were about building trust and capability. The next chapter is about scaling intelligently and creating long-term value for our airline partners," he adds.

A significant milestone in this journey is GIC's recent achievement of ISO 9001 certification, a move that formalizes its commitment to structured quality management and continuous improvement.

"ISO 9001 is not just a certificate on the wall; it reflects the discipline behind our processes and the accountability within our teams," explains Tshazi. "It gives our airline partners confidence that quality is embedded at every stage, from supplier approval to final uplift, and ensures continuous

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improvement as their needs evolve."

In today's highly competitive catering landscape, GIC differentiates itself through a combination of disciplined operational systems and agile, responsive decision-making.

"Airlines today need more than a supplier — they need a partner who understands operational complexity and can respond quickly without compromising standards," says Yildirim.

Tshazi adds that airlines now demand simultaneously higher quality, tighter cost control and more refined premium offerings. GIC has responded by strengthening quality oversight, expanding staff training and enhancing internal audits to ensure full traceability and consistency.

Smarter menu engineering, portion optimization and packaging innovation also help the caterer support efficiency goals while elevating the premium passenger experience.



Bongi Tshazi, Commercial Director and QMS Lead, GIC International Catering

"The challenge is balancing premium passenger expectations with operational efficiency. Our role is to help airlines achieve both," says Tshazi.

Looking ahead, WTCE Hamburg offers GIC an opportunity to showcase its progress and reinforce relationships. The company will host its Oyster & Champagne evening, celebrating both its 25-year milestone and long-term customer partnerships, alongside promotional raffles for Business Class travel.

"Our success has always been built on partnerships. WTCE gives us the opportunity to thank our customers personally and discuss the future face-to-face," says Yildirim.

He underscores that GIC's partnership philosophy is built on shared success. "Celebrating together is important. It sends a clear message that our achievements are shared and so is our future."

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GIC’s message to customers is clear. It is a quality-driven, agile partner ready to support airline growth. With 25 years of operational experience and ISO 9001 certification in place, the company is focused on consistency, flexibility and practical innovation.

“We are entering our next phase with confidence,” Yildirim concludes. “Our systems are strong; our team is experienced and our commitment to our airline partners remains absolute.”

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