

Inside GIC's next phase of growth after 25 years in airline catering

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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.

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 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.



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

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.

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



A GIC team member preparing freshly shucked oysters for guests on the WTCE show floor

GIC hosted an oyster and champagne party on the WTCE show floor in Hamburg, bringing together guests from across the industry for an elegant and relaxed networking event.

The booth transformed into a welcoming social space, where attendees gathered over a striking display of freshly shucked oysters, complemented by sushi and champagne. The setting encouraged informal conversation throughout the afternoon, with guests moving easily between meetings and social catch-ups. A prize draw added a lighthearted highlight to the event, with all guests invited to take part for the chance to win a Business Class ticket.

The event reflected GIC's focus on creating engaging hospitality experiences within the airline catering and onboard services sector.

"We are not only celebrating 25 years, a great milestone, but also celebrating and looking forward to continued growth," said Tshazi during the event.

GIC's message to customers is clear. It is a quality-driven, agile partner ready to support airlines. 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 tells *PAX International*. "Our systems are strong; our team is experienced and our commitment to our airline partners remains absolute."