KC Flight Catering blends local cuisine and global strategy in Pakistan expansion

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Over the last two decades, KC Flight Catering (KCFC) has become the largest private inflight catering provider in Pakistan. This year, the aviation culinary powerhouse is expanding its services with a new unit at Allama Iqbal International Airport in Lahore, alongside plans for two more locations.

“KC Flight Catering has truly national coverage, which no other airline caterer in Pakistan can say,” Ali Raja, KCFC’s Managing Director, tells *PAX International*. “We have recently made significant investments in infrastructure, technology and people to support both growth and operational efficiency across our network.”

In addition to the Lahore unit, Raja says the company is planning new facilities in Multan and Karachi.

“We are bolstering our culinary teams and expect to add more diversity, range and innovation to our menus,” he adds. “We have also developed an inflight retail product line which we will look to roll out with partner airlines.”

KCFC prides itself on its team of development chefs and comprehensive catering services, offering everything from tailored menu development and meal service design to inflight retail

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Ali Raja, Managing Director, KC Flight Catering

products, cabin amenities and logistics management. Its contracts extend to Asian, Middle Eastern and European carriers, such as Air China, British Airways and Fly Jinnah — the latter featuring a first-ever buy-on-board service model, according to Raja.

In 2019, KCFC served the Duke and Duchess of Cambridge, Prince William and Princess Kate, on their visit to Pakistan. “We received a glowing letter of recommendation,” says Raja, noting that KCFC also routinely caters flights for Heads of State and foreign dignitaries.

A core strength for KCFC is its ability to adapt authentic Pakistani cuisine for international tastes. The company’s internationally qualified development chefs conduct dedicated research and frequent organoleptic evaluation sessions to assess taste, texture, aroma, appearance and holding performance. Airline representatives and customer teams are invited to participate so feedback is immediate.

Menu trials, seasonal ingredient planning and passenger feedback analysis are built into KCFC’s refinement cycle to ensure dishes perform consistently onboard. “The result is a menu portfolio that delivers global appeal while preserving authentic local flavors,” says Raja. “Good menus with good quality food cannot be understated.”

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KC Flight Catering’s chicken biryani with potato cutlet and zeera raita

Menu design is increasingly strategic in a competitive travel industry. “As a caterer, menu design becomes very important in winning that front for the airline with their passengers,” says Raja. “Pakistanis take food very seriously.”

Technology also plays a growing role in ensuring consistency and quality. Access to data allows KCFC to forecast demand, drive efficiencies, reduce waste and lower costs. “We hope to reach a point where we can integrate our ordering platform with airlines and offer more pre-order options to passengers,” says Raja.

Sustainability is another pillar of KCFC’s strategy. The company has introduced practical measures to reduce waste and replace single-use plastics wherever feasible, including wooden and biodegradable cutlery and recyclable paper cups. Its flagship production unit in Islamabad has transitioned to solar power, significantly reducing carbon impact and energy consumption.

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Menu trials, seasonal ingredient planning and passenger feedback analysis help KCFC ensure dishes perform consistently for airline customers

“In addition, we are strengthening portion control, menu forecasting and production planning to cut food waste at source and expanding staff awareness programs so sustainability becomes a daily habit, not just a poster on the wall,” says Raja.

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