Korean Air and gategroup continue inflight hospitality partnership



Korean Air and gategroup are continuing a strategic partnership focused on the future of inflight hospitality in Korea

Korean Air and gategroup have announced the continuation of a long-term partnership in Korea, combining expertise in inflight hospitality as the integration of Korean Air and Asiana Airlines progresses.

Building on gategroup's longstanding relationship with Asiana Airlines through gategourmet Korea, the partnership provides continuity in inflight catering expertise and operations. It will also create opportunities for further collaboration in quality, innovation and operational excellence as Korean Air and Asiana Airlines come together.

Korean Air contributes a powerful global brand, a growing international footprint and a reputation for excellence. gategroup brings the scale, expertise and innovation to help transform that vision into world-class passenger experiences. As a leading catering and hospitality partner, gategroup offers global culinary excellence, local market insight, integrated supply chain capabilities, digital innovation, premium onboard concepts and a proven ability to deliver consistent service across complex international hub operations, including deep-rooted experience in Korea.

The collaboration will also benefit from the experience, capabilities and talent developed through gategourmet Korea over many years, while creating opportunities to combine local expertise with gategroup's broader global network and expertise. Together, Korean Air and gategroup will continue to explore opportunities within the partnership to elevate inflight hospitality, strengthen operational performance and deliver high-quality service for passengers.

"For many years we have collaborated to deliver premium inflight dining experiences to our

Copyright DutyFree Magazine. All rights reserved.

passengers in destinations across the globe. As Korean Air and Asiana Airlines come together, continuity in our key partnerships will be important to delivering a seamless and high-quality experience for our customers" said Song Bo-young, CEO of Asiana Airlines."

"As a global top-tier carrier, delivering exceptional customer service is a core value for Korean Air, and through our partnership, we look forward to offering our passengers an elevated and diverse culinary experience," said David Pacey, Executive Vice President of Inflight Catering, Duty-Free, and Lounge at Korean Air.

For gategroup, the partnership reinforces the strategic importance of Korea within its global network and its long-term commitment to the Korean market.

"Korea has long been an important market for gategroup, and our continuous collaboration reflects our long-term commitment to supporting the future of inflight hospitality in Korea," said Federico Germani, Chief Commercial Officer & President Americas, Asia Pacific and Middle East at gategroup. "By bringing together the strength of our Korean operations with gategroup's global capabilities, we look forward to bringing fresh ideas, world-class operational capabilities, and continued innovation to the partnership, supporting Korean Air as it embarks on its next chapter."

The continued partnership reflects a shared commitment to building on an established relationship while responding to the changing needs of passengers and the aviation industry.

Copyright DutyFree Magazine. All rights reserved.