

LSG Sky Chefs Latin America advances strategy focused on excellence, agility and innovation



LSG Sky Chefs accepts the award for Airline Caterer of the Year – South America at the 2026 PAX Readership Awards in Hamburg, Germany

[LSG Sky Chefs](#) Latin America is sharpening its regional strategy around operational excellence, empowered teams and closer alignment with airline partners.

This April, LSG Sky Chefs Latin America received the 2026 PAX Readership Award for [Airline Caterer of the Year – South America](#). Maurício Novaes, President of Latin America, tells *PAX International* the recognition reflects the company's focus on discipline, consistency and local accountability across a complex market.

"We have built a region that combines global standards with strong local decision-making," he says.



Maurício Novaes, President, LSG Sky Chefs Latin America

That balance has become central to LSG Sky Chefs' approach in Latin America. By bringing accountability closer to each market, the company says it has increased agility while continuing to deliver the reliability airline partners expect from a global catering provider.

Novaes says the PAX Award also reflects the people behind the business.

"Our teams across Latin America have demonstrated an extraordinary level of commitment to service excellence, and this award is the outcome of that consistency over time," he says.

A powerful regional force

The recognition comes as the wider organization moves through a period of brand evolution. With the Sky Chefs brand now being adopted in the U.S., Novaes says the LSG Sky Chefs name remains a powerful asset in Latin America where it represents decades of experience in a highly demanding operating environment.

"The LSG Sky Chefs brand is a powerful force across our region," he says. "It reflects decades of credibility built in a highly complex operating environment, consistently delivering reliable results."



The shared legacy of Sky Chefs in the U.S. and LSG Sky Chefs in Latin America reinforces a reputation for reliability, consistency and partnership across the region

Novaes says the combined heritage of Sky Chefs in the U.S. and LSG Sky Chefs in Latin America reinforces a message of trust and consistency for airline partners. As the company places more emphasis on local market relevance, that legacy continues to play an important role in maintaining confidence across the region.

Airline catering expectations in Latin America have also shifted in recent years. Airlines are no longer seeking catering support exclusively. Instead, carriers are pursuing partners that can help differentiate the onboard product, optimize costs and deliver a consistent passenger experience at scale.

For LSG Sky Chefs, that means moving beyond traditional catering and focusing on integrated solutions, environmental initiatives, alignment with airline brand positioning and greater efficiency across the value chain.

For Novaes, this is evident in the company's ongoing efforts to refine its operations, ensuring it remains dependable, competitive and relevant in a dynamic market.

"In Latin America, we are building a solid foundation, with a more empowered regional structure and a strategy aligned with market needs," he says. "Our commitment remains unchanged: deliver consistent quality, operate reliably and continuously improve."



Operational excellence, premium service expansion and innovation will guide LSG Sky Chefs Latin America's next phase of growth

Priorities for the future

Looking ahead, LSG Sky Chefs Latin America will focus on three key priorities during the next 12 to 24 months. The first is strengthening operational excellence, which Novaes says remains essential in an industry where execution defines credibility.

The second is expanding the company's integrated offering, especially in premium services and lounges. Novaes says these areas present strong growth opportunities as airlines and airport partners look for ways to differentiate themselves.

The third priority is innovation, with a focus on new technologies and sustainability-driven solutions that can make the business more agile, efficient and responsive to airline needs.

"Latin America remains a high-potential place," Novaes says. "By combining execution discipline with innovation, we will continue to lead the development of airline catering in the region."