

SATS elevates culinary lounge experience across Singapore

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Vincent Chan, Senior Vice President, Passenger Services at SATS

[SATS](#) is known as a leading provider of inflight catering services across Asia, and its hospitality extends beyond the cabin into airport lounges, curating memorable experiences for travelers passing through Singapore's [Changi Airport](#) and beyond.

The company operates lounges across all four terminals at Changi, including [Qatar Airways'](#) premium lounge, Blossom Lounge, the SATS Premier Lounge, DBS Private Access Lounge and JetQuay for commercially important persons. SATS also manages the lounge at Seletar Business Aviation Centre, catering to private jets and charter flights.

Vincent Chan, Senior Vice President, Passenger Services at SATS, tells *PAX International* the company's approach to lounge operations centers on the airline's identity.

"SATS works closely with its airline partners to execute their vision for their lounge experience," Chan explains. "Where we also handle inflight dining for the airline, our culinary team for both lounge and inflight work closely on menu development for a cohesive ground-to-air passenger experience."



SATS works closely with its airline partners to create menus that align with the brand vision

Innovation inspired by local flavor

One of SATS' most innovative projects came with the July 2024 refresh of its SATS Premier Lounge at Terminal 3. The redesign celebrates Singaporean culture through locally inspired design and culinary storytelling.

"Key decorative elements in the lounge incorporate design by local artists and students," says Chan. "The culinary concept pays homage to Singapore's UNESCO-recognized hawker culture."

The menu features a rotating lineup of beloved hawker brands such as Beach Road Prawn Noodle House, Boon Tong Kee Chicken Rice and Rumah Makan Minang.

During the 2024 F1 Singapore Grand Prix, SATS partnered with Haig Road Putu Piring, showcasing the traditional snack at the Seletar Business Aviation Centre lounge in a nod to Singapore's culinary heritage.



The SATS Premier Lounge at Singapore Changi Airport

Supporting regional suppliers and evolving hospitality

SATS integrates sustainability into every level of lounge operations.

“We work closely with our lounge partners to fine tune catering quantities based on footfall expectations,” explains Chan.

The company has implemented a Group Sustainable Procurement policy, emphasizing lower carbon footprints, waste reduction and local sourcing. By collaborating with regional suppliers and engaging local growers, SATS supports the community while ensuring fresh, responsibly sourced ingredients.

Chan sees lounges continuing to evolve alongside the hospitality sector.

“We anticipate the trend for inflight collaborations to extend to lounges as well, as a differentiator in the busy transit F&B space,” he says.



SATS predicts lounges will continue to evolve alongside the hospitality sector, extending collaborations between inflight and lounge experiences