

# Alpha Flight Services: Strong in the UAE

This is a special feature from *PAX International's* 2022 [Middle East, Asia and Africa Regional Wrap-Up issue](#) on [page 14](#).



Alpha currently operates facilities in Sharjah and Ras Al Khaimah

Alpha Flight Services, operated by [dnata](#), signed a 10-year concession agreement with Ras Al Khaimah International Airport ([RKT](#)) in the United Arab Emirates in September. The agreement allows Alpha Flight Services to further invest in infrastructure and provide catering services to more than 10 airlines at the airport.

“We are proud to have earned the trust of Ras Al Khaimah airport and look forward to contributing to its success and growth over the next decade,” said Mark Whelan, General Manager of Alpha Flight Services, in the September announcement. “Our significant investment, broad experience, and passion for excellence will ensure world-class culinary and airport hospitality experiences for passengers flying to and from RKT. We will constantly enhance our offering to deliver innovative products and services that travelers value both on board and on the ground.”

## **Abundant offering**

“We now operate a total of eight outlets, including three café restaurants, four kiosks and an airport lounge, as well as a newly upgraded and renovated hotel at Sharjah Airport,” Whelan tells *PAX International* in a November interview.

“The Hotel” offers guests 16 executive rooms, four shared rooms and two sleeping pods with the choice of booking for half or full days at very competitive rates. It features a modern design and can comfortably accommodate 200 guests.

Alpha Flight Services offerings include freshly made sandwiches, hot meals and snacks. The caterer will soon open an additional airport lounge to enhance hospitality services at RKT. Recently, Alpha Flight Services launched the globally renowned brand Costa coffee at RKT. The café menu includes seasonal favorites, teas, iced drinks and vegan and vegetarian offerings.



Mark Whelan, General Manager of Alpha Flight Services

“In addition, we support local tourism by providing authentic local meals to the UAE’s leading desert safari provider: Arabian Adventures — part of the Emirates Group,” Whelan explains. “We provide a delicious buffet menu including live BBQ on site for standard and VIP guests (two different menus). We also provide catering services at Air Arabia’s headquarters.”

The company services a broad range of carriers, including commercial, charter, VIP and cargo airlines. Its customer portfolio includes [Air Arabia](#), [Indigo](#), [Air India Express](#), [Azur Air](#) and several VIP charter operators. Alpha currently operates facilities in [Sharjah](#) and Ras Al Khaimah.

When asked about the future, Whelan says, “We plan to further expand our operations, improve our offering and recruit talents to meet the constantly increasing demand for our services.”

These expansion plans include doubling the size of Alpha’s existing Sharjah facility, developing new menu concepts and growing the team by more than 20 percent over the next 18 months. dnata has operated Alpha Flight Services since 2010. In recent years, the company has significantly expanded its operations and now provides catering services to more than 30 airlines from its kitchen near Sharjah International Airport. Alpha’s team consists of 490 people who prepare seven million meals annually. As a joint venture between dnata and Air Arabia, Alpha has kept its well-known brand name. “Both the dnata and Alpha brands demonstrate a high level of quality and safety globally,” Whelan says.



From left to right: Stanislav Bujnovsky, Commercial Director of Ras Al Khaimah International Airport; Mark Whelan, General Manager of Alpha Flight Services; Atanasios Titonis, CEO of Ras Al Khaimah International Airport; Waqas Javed, CFO of Alpha Flight Services

In September, His excellency Engr. Sheikh Salem bin Sultan bin Saqr Al Qasimi, Chairman of The Department of Civil Aviation, Ras Al Khaimah and Ras Al Khaimah International Airport, said, “With our partnership with the Alpha group, Ras Al Khaimah International Airport looks forward to strengthening our catering services, elevating the passenger experience at the airport, and exploring together the ample number of opportunities available to enhance the business.”

Atanasios Titonis, CEO of Ras Al Khaimah International Airport, added, “We are excited to start this new long-term partnership with Alpha Flight Services at Ras Al Khaimah International Airport as we build our profile in refining the customer experience in the food and beverage field as well as lounge and flight catering. This is an important step for us as we embark on our journey towards transitioning into a tourism-centered destination airport.”