

The ACA Corner: September insights from Newrest and Subu Connect



The ACA Corner: September 2025

[Introduced for the first time this month](#), the ACA Corner presented in partnership with Official Media Partner PAX International is a monthly column dedicated to voicing expertise directly from ACA [members](#). ACA represents more than 65 percent of the worldwide airline catering market. ACA invites all members to share their views in future editions of the ACA Corner by contacting [Mercedes Dieguez](#).

Introduction from Fabio Gamba, Managing Director, Airline Catering Association

Welcome to the ACA Corner! At ACA, our mission is to support and represent our members while giving them a strong voice in a rapidly evolving industry. This new space, created in partnership with *PAX International*, will showcase their expertise and perspectives on the most pressing issues in inflight catering. This is their voice!

As part of ACA's commitment to actively support our members and the wider industry, this initiative complements projects such as our annual [ACA Leadership Symposium](#)—bringing the entire sector together—the Pitch Galley, a unique platform for suppliers to reach the inflight catering community, the upcoming Industry Directory and the first Industry KPIs report.

Enjoy the read!

Fabio Gamba
Managing Director
[Airline Catering Association](#)



Fabio Gamba, Managing Director, Airline Catering Association

Caterer's perspective: Olivier Sadran, President & CEO, Newrest

Driving productivity quality and CSR through digital innovation

In a rapidly evolving global landscape, embracing digitization not as a trend, but as a strategic lever is compulsory to meet growing challenges in operational efficiency, service quality, and corporate social responsibility (CSR).

Productivity gains are realized through smart automation and data-driven decision-making. From predictive maintenance in catering units to optimized logistics in airport operations, digital tools streamline workflows and reduce downtime. Mobile apps and integrated platforms empower teams with real-time visibility, enhancing responsiveness and reducing manual tasks.



Newrest leverages digitization to align operational excellence with responsible growth

Quality is elevated through digital traceability and process control. Investment in IoT and AI ensures consistent food safety standards and personalized customer experiences. Digital dashboards monitor KPIs across geographies, enabling proactive quality management and continuous improvement. Innovation also supports culinary creativity, allowing chefs to adapt menus dynamically based on customer feedback and nutritional data.

On the CSR front, digitization reinforces commitment to sustainability and social impact. Smart

inventory systems reduce food waste, while digital energy monitoring helps lower carbon footprints across facilities. Transparent reporting tools support ethical sourcing and compliance with ESG standards. Moreover, digital training platforms foster inclusive growth by upskilling employees worldwide, regardless of location.

Innovation in the sector should not be siloed but collaborative. By co-developing solutions with tech partners and engaging frontline teams, the company ensures that digital transformation is human-centric and scalable.

In essence, Newrest leverages digitization to align operational excellence with responsible growth. It is not just about technology, it is about using innovation to serve better, waste less and care more.

Olivier Sadran
President & CEO

[Newrest](#)



Olivier Sadran, President & CEO, Newrest

Supplier's perspective: Matthew McCabe, CEO, SUBU Connect

Leveraging technology to drive transparency and efficiency in airline and hospitality catering

Rising costs, fragmented sourcing processes, and the need for transparency are challenges faced by both buyers and suppliers. Traditional procurement methods can be slow, opaque, and resource-intensive, leaving little room for efficiency or innovation.

Digital solutions are emerging as a response to these issues. Platforms that connect verified buyers and suppliers can simplify procurement by reducing complexity, improving visibility, and accelerating

decision-making. By digitizing sourcing, the industry can address inefficiencies, strengthen resilience, and build more sustainable practices across global networks.

Technology also offers opportunities to support both large-scale procurement teams and smaller producers, ensuring that quality, value, and responsible practices are accessible to all. For an industry where timing, consistency and safety are critical, adopting smarter tools is no longer optional—it is key to remaining competitive. SUBU Connect contributes to this shift.

Matthew McCabe

CEO

[SUBU Connect](#)



Matthew McCabe, CEO, SUBU Connect