

AMI Group announces Matthew Farrell as VP of Culinary Innovation



Matthew Farrell, VP of Culinary Innovation and Development, AMI Group

[AMI Group](#) is announcing Matthew Farrell as the new Vice President of Culinary Innovation and Development.

With an extensive background spanning over 15 years of experience in the restaurant, airline catering, and food manufacturing sectors, Farrell brings a fresh perspective and innovative culinary expertise to the AMI team.

"I am constantly looking at trends everywhere; on social media, in major cities at bakeries and restaurants, in predictive data reports, and on my frequent global travels," said Farrell in a May 30 press release.

Having graduated from the prestigious Culinary Institute of America — Greystone and holding a Food

Science degree from The University of Illinois at Urbana-Champaign, Farrell blends New American cuisine with French techniques, resulting in a unique culinary style. His time at renowned Michelin-starred establishments like The Inn at Little Washington has significantly influenced his approach to cooking. Recognized for his innovative take on traditional dishes, Farrell seamlessly incorporates novel ingredients, diverse culinary techniques, and insights from global cuisine. His talent has been featured on prominent platforms such as CNN's Great Big Story and National Geographic Channel's Made in a Day series.

In his new role at AMI Group, Farrell is set to enhance the experience of inflight meals, leveraging his expertise in airline menu design and food manufacturing. Working closely with the sales and supplier teams, he aims to identify strategic growth areas and contribute to AMI's mission and strategy with his customer-centric mindset. It is anticipated that Farrell will be a driving force in the company's continued success.

Farrell's vision goes beyond individual dishes; he aspires to transform culinary trends into large-scale food manufacturing that will captivate passengers at 30,000 feet. By updating classic American cuisine with innovative twists, he seeks to create irresistible and delicious dishes that strike the perfect balance between the familiar and the new.

"Matthew's distinctive blend of culinary innovation, industry leadership, and deep experience make him a valuable addition to our AMI Group team," said Jeremy Parsons, CEO of AMI Inflight, in the same release. "His aptitude for adopting our customer-focused strategies, coupled with his enthusiasm to overcome the unique challenges in our field, will play a crucial role in driving our ongoing expansion and success."