

Cocktails and connection: AMI Group hosts elegant WTCE kickoff at Bar Noir



PAX International Managing Editor Jane Hobson (left) with Chef Matthew Farrell, AMI Group Vice President, Culinary Innovation and Development

[AMI Group](#) kicked off the week in Hamburg, Germany, ahead of the World Travel Catering & Onboard Services Expo ([WTCE](#)), with an exclusive welcome reception held tonight at Bar Noir.

The intimate venue was filled with invited guests from across the airline catering and onboard services sector, who gathered to connect ahead of a busy week on the exhibition floor. The evening set a relaxed yet energetic tone for the days ahead, with Bar Noir's atmospheric setting providing the backdrop for networking, cocktails and conversation.

Guests were treated to a curated selection of light bites and beverages, reflecting AMI Group's hospitality-driven approach to the industry. The event underscored the importance of relationship-building ahead of WTCE, where collaboration and innovation will take center stage.

"We are so excited to be back in Hamburg once again for the kick-off of WTCE," AMI CEO Jeremy Parsons told *PAX International* during the event. "AMI Group is proud to be a leader in this industry and to welcome our partners and friends for an evening of celebration, connection and collaboration, complete with cocktails, champagne, food and music as we set the tone for a successful week

ahead.”

Find images from the event below:











