

PAX Readership Awards return to Hamburg with strong sponsor backing



GIC International Catering is the 2026 PAX Readership Awards airline caterer sponsor

Hamburg will once again take centre stage for one of the aviation industry's most anticipated nights as the PAX Readership Awards return on April 15.

Set against the backdrop of the Radisson Blu Hotel, the invitation-only event brings together a curated mix of industry leaders, innovators and decision-makers for an evening that celebrates excellence across the passenger experience. What sets the PAX Readership Awards apart is its jury: the readers of *PAX International* and *PAX Tech*. Each award represents the voice of the industry itself—spanning suppliers, airlines, service providers and executives across the global aviation ecosystem.

“These awards truly reflect the voice of our readership,” says *PAX* Publisher Aijaz Khan. “With participation from suppliers, buyers, service providers, executives and key decision-makers across the industry, we are thrilled to celebrate the innovation and achievements of this year's winners.”

This year's sponsors and supporters

Integral to the evening's atmosphere are the sponsors and supporters helping shape the experience.

As wine sponsor, [AMI Group](#) is set to elevate the celebration with a carefully curated portfolio that underscores its global sourcing expertise. Discussing the opportunity, Jeremy Parsons, CEO of AMI Group, tells *PAX International*, “Supporting moments that celebrate excellence across our industry is

something we truly value and showcasing our globally recognized wine portfolio is the perfect pairing for the 2026 PAX Readership Awards.”

The lineup reflects both heritage and discovery, featuring Champagne Laurent Perrier, La Cuvee; Silver Oak Napa, Cabernet Sauvignon; Jackson Family Wines, Gran Moraine Pinot Noir; JM Cazes Selection, Domaine Seneshaux Chateauneuf du Pape; Albert Bichot, Chassagne Montrachet 1 er Cru Morgeot 2023; and Andre Lurton, Chateau de Cruzeau Blanc—bringing together benchmark producers from some of the world’s most celebrated wine regions.

“This collection showcases exceptional wineries that truly define their regions, from iconic Champagne houses to world-class Napa and Burgundy producers,” says Janine Bennett, Vice President of Wine Sourcing at AMI Group. “Each selection tells a story, and we are thrilled to share wines that bring both distinction and discovery to the evening.”



The selection of wines by AMI Group for the 2026 PAX Readership Awards ceremony

On the catering side, [GLC International Catering](#) joins as the exclusive airline caterer sponsor, adding a distinctly local dimension to this year’s event. With Hamburg as host city, the partnership underscores the company’s role in delivering quality-driven, globally minded inflight solutions.

“As a German airline caterer operating in a highly international market, we view our support of the PAX Readership Awards as a meaningful commitment — especially with the event being hosted in

Hamburg,” says Göksel Yildirim, Managing Director, GIC International Catering. “Our boutique philosophy is rooted in German standards of quality and precision, combined with international expertise. We believe this approach allows us to contribute to an environment where innovation and craftsmanship are recognized and celebrated.”

[Bayart Innovations](#) joins the 2026 PAX Readership Awards ceremony as the amenity sponsor. An inflight amenity specialist, the company designs and supplies premium comfort products—from stylish amenity kits and cozy textiles to children’s kits and branded accessories—all crafted to elevate the onboard passenger experience and make every flight more enjoyable. Its support of this year’s ceremony underscores a shared commitment to celebrating innovation and excellence in passenger comfort.

“At Bayart Innovations, passenger comfort is at the heart of everything we design. Supporting the 2026 PAX Readership Awards as amenity sponsor is a natural extension of our commitment to elevating the onboard experience and celebrating the creativity and innovation that move our industry forward. We are proud to stand alongside partners who share our passion for thoughtful design, quality craftsmanship and delivering meaningful moments of comfort in the cabin,” Bayart’s Jean-Guillaume Pollet tells PAX.

New for 2026, The Airline Catering Association ([ACA](#)) joins as an official association supporter—marking a notable moment for industry alignment and advocacy within the awards platform.

“We are delighted to support the world-renowned PAX Readership Awards this year. We firmly believe that peer and customer recognition of excellence is among the strongest forms of encouragement, and ultimately a powerful driver for the industry to continuously raise standards and innovate. As an international trade association dedicated to representing the interests of its members – inflight caterers worldwide – initiatives such as these fully align with ACA’s mission and objectives,” says Fabio Gamba, Managing Director of ACA.

The 2026 PAX Readership Awards begin at 6:00 p.m. in the Sydney room at the Radisson Blu Hotel Hamburg, where the industry will gather not only to recognize achievement—but to celebrate the partnerships, ideas and momentum shaping its future.

Thank you to our sponsors and supporters!

