

AMI Group serves up connection, creativity and culinary design at WTCE

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The AMI Group team at WTCE 2026

At WTCE 2026, [AMI Group](#) brought its signature blend of creativity, expertise and partnership to life, inviting attendees to enjoy great food, thoughtful design and exceptional sourcing, made it not just a booth but an experience.

Designed to feel relaxed and welcoming, the space encouraged conversation, discovery and indulgence. Attendees explored innovative culinary concepts paired with standout wines from AMI's trusted supplier partners, creating a moment of calm sophistication amid the energy of the show.

"From two unique booth activations to a special 100-year toast for both American Airlines and United Airlines, to hosting a packed IFSA happy hour, it was a very eventful week connecting with our global airline partners," says Chef Matthew Farrell, Vice President, Culinary Innovation and Development at

AMI Group.

“The food we showcase at WTCE has a bit of whimsy but is always grounded in what people actually want to eat. Think fusion pairings like Japanese curry chicken pot pie, or high-low combinations like cornflake-crusted chicken tenders with dilly ranch and caviar. It is both exciting and familiar,” he tells *PAX International*.



AMI Group hosted its “Mystery catch” activation at WTCE, inviting attendees to “hook, bite, sip” culinary pairings

Culinary design beyond the plate

At the heart of the showcase was AMI Group’s Culinary Design solution, an approach that looks far beyond what appears on a menu. With a team of chefs bringing experience from Michelin-starred dining, airline catering and large-scale manufacturing, AMI demonstrated how bold, creative ideas can translate into real-world execution at scale.

Rather than treating menu development as a standalone function, AMI integrates culinary creativity into a broader system, one that considers sourcing, logistics and operational realities from the outset. This holistic mindset was evident in every bite at WTCE, where dishes were not only flavorful and on trend, but clearly designed to perform in the demanding travel environment.

"It takes a lot to make a dish work at 30,000 feet. Our team thrives on getting creative within tight constraints as we push menus forward. For WTCE, we brought that same mindset to our booth, designing each element of the food experience to reflect our culinary design solutions and the inspiration we draw from our global airline partners," says Chef Peter Thornhill, Executive Chef of Menu Design at AMI Group.

"Creating menus for airlines around the world gives our team a unique lens, whether we are paying homage to a departure city or a destination. It is an incredible opportunity to craft the culinary bookends that set the tone for a passenger's journey, and we wanted our booth to tell that story in a tangible, immersive way," he continues.

The result is food that delights passengers while remaining consistent, scalable and operationally sound, a balance that defines true innovation in onboard services.



Sesame Cashew Crunch Burnt Ends by AMI Group at WTCE 2026

Sourcing excellence

Equally central to AMI's presence was its Sourcing team, whose global network of supplier partners formed the backbone of the experience. From established international brands to emerging producers, AMI curates a portfolio that reflects both quality and discovery.

At WTCE, this came to life through carefully selected food and beverage offerings, including standout wines that complemented the culinary program. These partnerships go beyond transactions, they are collaborative relationships designed to elevate the travel experience while helping brands succeed in a complex, highly regulated global market.

“The energy around our booth at WTCE reflects how we approach sourcing and culinary development on a global scale. Every dish starts with collaboration across our teams, trusted supplier relationships, and a deep understanding of regional flavors shaped by our airline partners. At the booth, we brought that process to life, showcasing how global sourcing, culinary innovation, and menu development come together as one connected approach,” says Renee Thornhill, Director of Sourcing and Culinary Development at AMI Group.

“Rather than focusing on finished products alone, we highlighted the thinking behind them: The dialogue between suppliers, chefs, and airline partners that drives menus built for both creativity and operational reality. Our focus is not transactional sales, but strategic partnerships that align global capabilities with the needs of inflight dining.”

AMI’s sourcing philosophy is rooted in pushing boundaries, seeking out new ideas, supporting innovation and unlocking opportunities that redefine what passengers can expect onboard.



Bistro Express products on display at AMI Group booth