

AMI Group and United Airlines elevate inflight dining through strategic partnership

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United Airlines' Polaris Business Class wine program has drawn attention for its depth and quality, with high-end premium selections underscoring its commitment to excellence

For decades, the travel experience has been defined by more than aircraft and routes. It is shaped by details that linger: a thoughtful meal, a perfectly paired wine, a solution that improves the journey.

This winter, *PAX International* spoke with [AMI Group](#) and a long-time partner about their shared approach to the passenger experience. The conversation explores how close collaboration helps elevate onboard offerings while also supporting operational efficiency and commercial success.

"At AMI Group, innovation is not a buzzword, it is embedded in how we operate every day. From creative culinary design and meticulous sourcing to complex logistics and seamless co-packing execution, we partner with airlines to unlock possibilities and solve problems, functioning as an

extension of their teams and a trusted collaborator in mission critical workflows,” says Matt Chambers, Managing Director, Key Accounts.



Matt Chambers, Managing Director, Key Accounts at AMI Group

Founded by Thierry Leduc in 1989, AMI has grown into a strategic partner for many of the world's leading airlines, supporting food and beverage programs that enhance the passenger experience while delivering operational and commercial value. Today, the company offers end-to-end capabilities spanning sourcing, logistics, program management and product development.

Across its teams—from culinary and product specialists to supply chain and account experts—AMI is united by a shared focus on creating passenger experiences that resonate.

“Innovation at AMI is powered by curiosity, expertise and partnership. We do not just deliver products, we co-create solutions that anticipate needs and redefine what is possible in the air,” Chef Matt Farrell, Vice President, Culinary Innovation and Development, tells *PAX International*.

Future-focused partnership

This innovative ethos is what propels AMI into deep, enduring partnerships. There is none more emblematic than its long-time collaboration with [United Airlines](#). Now spanning more than 33 years, the relationship is rooted in shared goals, continuous learning and mutual respect. Beginning with foundational product development and sourcing support, the partnership evolved over decades to include ever broader responsibilities and strategic alignment.

Chambers highlights the pivotal milestone that came in 2018 when AMI was entrusted with managing United's global alcohol logistics, a complex operational ecosystem requiring precision, foresight and robust coordination across continents and time zones.

“Today, we remain proud stewards of this critical function, ensuring millions of bottles of wine, spirits and beverages are delivered with accuracy, compliance and care,” he says.

Building on this deep foundation, AMI was honored in 2025 to be awarded United's menu design partnership business focused on domestic markets. The collaboration brings AMI's culinary design leadership directly into United's operational workflow, from ideation and recipe development to scalable execution and day-to-day menu refresh cycles.

“Together we are transforming how passengers experience food onboard domestic flights, blending culinary creativity with commercial sensibility and operational excellence,” Chambers says.

“Our work with United is built on partnership, not transaction. We tackle challenges shoulder-to-shoulder, and the results reflect what two aligned organizations can achieve together,” adds Jeremy Parsons, CEO at AMI Group.

These milestones, taken together with decades of shared history, reflect a partnership model that is purposeful, resilient and future-focused. It underscores how strong airline-supplier collaboration can impact passengers and the industry alike, Chambers underscores.

United's bold investment

Across the globe, airlines are rethinking how they engage passengers beyond seats and schedules, with food and beverage emerging as a key differentiator in the travel experience. United Airlines has made significant investments in both hard and soft product, elevating offerings across cabins and regions with renewed focus and strategic partnerships.

“At United, we are committed to elevating inflight dining across all cabins because we know quality food and beverage service is central to our customers onboard experience. We have made significant investments in our culinary program, with more to come, working closely with valued partners like

AMI to bring our strategy to life,” says Aaron McMillan, Managing Director, Hospitality Programs at United Airlines.



United Airlines’ Polaris wine lists span globally recognized estates to deliver a passenger-centric tasting experience

At the center of this evolution is United’s Polaris Business Class wine program, which has received attention for its depth and quality. In recent months United has introduced high-end, premium wines into its Polaris lineup, an uncommon move in the U.S. market and a clear signal of commitment to excellence. The program includes selections that retail for more than US\$200 per bottle, Chambers shares.

The curated lists go beyond price points, representing a thoughtful, passenger-centric approach to beverage selection. From acclaimed Napa and Sonoma producers to globally recognized wine estates, United’s Polaris program balances breadth with curation, inviting travelers to discover compelling flavors at altitude.

“Polaris gives us a platform to think differently about what an airline wine program can be. Our focus is on highly intentional curation, building strategic partnerships with exceptional producers rather than operating within a purely transactional model. With AMI managing the complexity of our global beverage logistics, we can scale those selections seamlessly and deliver a wine experience that rivals top restaurants,” says Aaron Kinkeade, Manager, Menu Strategy and Hospitality – Global Beverage, Inflight Snacks and Lounges at United Airlines.

United’s investment goes well beyond wine to elevate the entire onboard food and beverage experience. This includes refreshed menu offerings, innovative partnerships with acclaimed culinary collaborators, engaging brand activations and enhancements to Economy Class dining that reflect

evolving traveler expectations. In 2025, United introduced Signature Hub Entrees, inviting travelers to enjoy unique meals available only from select U.S. cities. Chambers tells *PAX* that these offerings have significantly boosted passenger satisfaction and provide bespoke regional options that keep flyers excited throughout their journey.

“United is in a period of real transformation for food and beverage, and we are intentionally seeking partners who can help raise the bar for our industry. AMI brings a true ‘do-whatever-it-takes’ mentality that goes far beyond a transactional relationship. They operate as an extension of our team. Their commitment to innovation and their willingness to challenge the status quo, rather than follow it, make them a powerful partner as we shape the future of food and beverage,” shares Stephen Parkerson, Senior Manager, Menu Design at United.

Furthermore, 2026 marks a milestone for United as it celebrates its 100-year anniversary, a moment that not only honors a century of global aviation leadership but also sets the stage for the next era of innovation. With modernized cabins, upgraded premium experiences and renewed commitments to hospitality, United continues to raise the bar for what it means to travel well in the 21st century.

At every touchpoint, from sourcing distinctive beverages to designing menus that resonate with diverse passengers, partners like AMI play a defining role in achieving these ambitions.

The future of experience through partnership

As the industry looks ahead to WTCE and beyond, the United and AMI collaboration stands as a powerful example of how innovation, trust and shared ambition can transform the travel experience.

“Our journey together is not simply about products delivered or services rendered, it is about the countless moments passengers remember, the operational challenges solved behind the scenes and the industry standards elevated through purposeful work,” Chambers concludes.

In an era where traveler expectations are evolving faster than ever, partnership, not isolation, is the compass that will guide airlines and suppliers forward. United and AMI’s partnership underscores a shared commitment to pushing boundaries, crafting experiences that matter and shaping the future of travel for years to come.