

From Evian to everything: How AMI Group built a global inflight F&B powerhouse

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With global reach and scalable solutions, AMI provides end-to-end food and beverage programs for airlines, rail operators, cruise lines and the Caribbean market

When [AMI Group](#) Founder Thierry Leduc introduced Evian water to [American Airlines](#) in 1989, marking the first bottled water sold on a U.S. domestic flight, he was not just launching a product. He was igniting an idea. That pioneering moment sparked the creation of AMI Group and set the tone for a company built on curiosity, partnership and the belief that food and beverage elevate the travel experience in meaningful ways.

What began as a focused brokerage has, over more than three decades, evolved into one of the industry's most trusted food and beverage solutions partners. Today, AMI supports airlines, rail lines, cruise lines and the Caribbean market with end-to-end programs designed to perform globally, reliably and creatively at scale.

Humble brokerage turns global leader

AMI's story is one of steady evolution. From its early days representing select brands, the company expanded alongside the needs of the industry, building deep operational expertise and long-standing supplier relationships. With a global footprint spanning three continents and a team of more than 85 professionals, AMI has grown into a solutions driven organization.

“The company’s mantra, ‘From Evian to everything,’ captures that transformation,” Jeremy Parsons, CEO at AMI Group, tells *PAX International*.

Today, AMI delivers holistic programs that integrate culinary design, sourcing, logistics and co-packing, helping partners navigate complexity while elevating onboard experiences worldwide.

That approach has earned industry recognition, including receiving the PAX Readership Award for Best Solutions Company in both 2024 and 2025.



Jeremy Parsons, CEO, AMI Group

Powered by people and partnership

At the heart of AMI Group is a team representing more than 50 nationalities. Parsons says this is not incidental but foundational.

Reviewing a cross-section of AMI’s talent profile reveals the depth of skill that powers its. Among the team are nine former airline leaders; eight former caterer leaders; eight distribution specialists, nine professionally trained chefs and eight certified wine professionals.

“That collective expertise allows AMI to think like its partners, anticipate needs and design solutions that are as practical as they are inspired,” Parsons shares proudly. “It is also why we view our clients not simply as customers, but as collaborators; true partners in building programs that last.”



Left to right: AMI Group's Thierry Leduc, Founder and Chairman, Denise Poole, Partner, and Etienne Siouffi, Partner

Strategic expansion

As global demand for turnkey travel food and beverage solutions accelerates, Parsons tells *PAX AMI* is sharpening its focus on European and Middle Eastern markets.

This strategic growth includes a Barcelona based operations hub and a multi-disciplinary team focused on long-term airline partnerships, competitive sourcing and supply chain reliability. Parsons notes these expansions solidify AMI's commitment to delivering innovative solutions to a rapidly growing international client base.

AMI's solutions are anchored in four integrated pillars: culinary design, sourcing and supplier management, logistics and program management. Together, it forms a flexible, end-to-end model that transforms ideas into scalable realities.

Whether refreshing onboard menus, launching new product programs or managing complex global logistics, AMI blends creativity with operational discipline.

"Every solution is designed with performance in mind; how it tastes, how it travels and how it works within the realities of the global supply chain," Parsons says.



AMI supports airlines, rail, cruise and the Caribbean market with scalable, end-to-end food and beverage solutions

The next chapter

Reflecting on AMI Group's 35+ year journey, Leduc shared this sentiment with *PAX International*: "AMI's original vision to become a global partner to the travel industry has not only been achieved but exceeded."

Sustainability, long-term partnerships and continuous improvement remain central to AMI's vision. Guided by humility, passion and a belief in the power of collaboration, the company is positioning itself not just to adapt to the changing travel landscape, but to help shape it.

Parsons echoes this, sharing that AMI Group sees the coming decade as an exciting period of growth, focused on expanding its global presence, enhancing culinary and beverage innovation, and investing in sustainable, technology-driven solutions to enrich the passenger experience

"Our vision is bold, but our commitment is simple: to remain the most trusted and effective partner in travel food and beverage, built on service, innovation and the incredible people who make AMI what it is today," he concludes.