

Optimum Solutions elevates inflight dining with fresh, ready-to-serve products

This is a special feature from the [April 2026 WTCE Hamburg issue](#) of *PAX International* on [page 70](#).



John Allard, Chief Operating Officer, Optimum Solutions

With experiential travel and wellness trends on the rise, John Allard, Chief Operating Officer at [Optimum Solutions](#), tells *PAX International* that many airline customers are prioritizing fresh, healthy meals.

“Travelers today expect higher-quality food similar to what they experience in restaurants,” he says. “Because fresh options are perceived as healthier and less processed, airlines are increasingly moving toward fresh offerings to improve passenger satisfaction, meet evolving health and wellness trends, expand menu variety and strengthen brand identity.”

Allard adds that fresh onboard offerings can also leverage improved catering and supply chain capabilities that make it operationally feasible to deliver consistent quality across all stations.

Introducing fresh items such as salads, grain bowls and fruit cups onboard requires seamless coordination across sourcing, logistics and handling. Optimum addresses this challenge through its

partnership with [Taylor Farms](#), a leading fresh food supplier supporting large-scale foodservice programs across North America.



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“Optimum combines its airline expertise with Taylor Farms’ exceptional production capabilities to bring the fresh foods passengers love on the ground into the inflight experience,” Allard explains.

“The inflight environment demands a unique combination of high volume, strict safety standards and precise operational timing. An established partner with a reliable supply chain, strong supplier relationships and pricing stability helps reduce operational risks by bringing expertise in high-volume foodservice operations, regulatory compliance and time-sensitive distribution logistics,” he adds.

Fresh food programs also open opportunities for airlines to differentiate onboard offerings while responding to shifting passenger expectations around not only health, but quality and convenience. According to Allard, carriers may increasingly adopt grazing-style menus, allowing passengers to enjoy lighter items throughout the flight, such as fresh snacks, small plates and grab-and-go options. At the same time, he suggests that familiar comfort foods should be maintained to satisfy travelers’ cravings, especially on longer journeys.



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Furthermore, Allard notes that fresh food programs often rely on locally sourced ingredients, allowing airlines to reduce logistics complexity while supporting environmental goals and strengthening regional supply chains.

“Optimum will help facilitate the shift toward fresh, comfort-driven and health-focused products that guide airline dining toward a more modern, flexible and wellness-oriented experience, closer to what passengers expect on the ground while still meeting the operational constraints of flying,” Allard assures.

By combining airline expertise with large-scale fresh food capabilities, Optimum Solutions’ partner with Taylor Farms aims to help carriers deliver a more elevated, health-conscious and passenger-focused inflight dining experience across North America.