



CASE STUDIES

BY BRAND

The case studies showcase briefly some of the recent successes, innovations and efficiencies we have achieved with our key airline customers across the different gategroup brands.





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CONTEMPORARY SERVICEWARE THAT COMBINES INNOVATION AND DESIGN



Discover

Research, understand and identify innovative solutions that are functional, exciting and aligned to the brand of the Japanese flag carrier.

Define

The solution involved defining a style that was inspired by Japanese food and geometric styling.

Design

The concept focuses on square shapes with a slim red rim around the borders to add sleekness to an otherwise minimalistic design. The handle-free tea cup represents the red circle in the Japanese flag, bringing alive the overarching Japanese theme. The extra-long plate also doubles as a service tray for a snack or coffee service. Placing the bowls on the plate also reduces the chance of sliding on the tray.

Deliver

The elegant and organized multipurpose tray set allows the Japanese flag carrier to connect better and surprise their passengers with an exciting way of serving quality meals.

PERFECT ALIGNMENT WITH THE AIRLINE'S AND CATERER'S VISION



Discover

Work with the caterer to understand their requirements for the airline's new service concept and the vision of the airline for the next 3-5 Years.

Define

The caterer had just designed the new service (BC/EY) for both Long Haul and Short Haul and was looking for a partner to support them with product development and manufacturing. The deSter team defined the areas where they could support and add value.

Design

A cross-functional team of Business Development, Product Management, Design, CPCC and Customer Service worked closely with the caterer on their needs, product specifications and prices. The focus was on translating the airline's slogan through several details onboard.

Deliver

Our alignment with their vision and needs resulted in the award of all Economy Class rotables, Economy Class and Business Class thermoformed lids, trays, chinaware casserole and paper cups. We are currently developing the Y class Tea Service and enhancing the overall product offering in Y class with new items to be delivered in the coming months.



Discover

Research, understand and identify innovative solutions that are functional, exciting and at the same time aligned with the needs of airline's European Business and Economy Class. The European airline is focused on social responsibility and prefers using environmentally friendly food products and packaging.

Define

This project has been a story of successful partnerships between the airline, deSter, Qizini and other local suppliers. Together we defined the requirements of the new disposable sandwich packs, replacing the current M-class and European Business Class service. The goal was to develop a tasty, attractive and consistent high grade product focused on provenance and responsible sourcing.

Design

European Business Class: Disposable cardboard packaging branded by 'Internationally Dutch' designer Marcel Wanders.

European Economy Class: "Local Farmers Feed the World" themed disposable cardboard packaging with a "crate" look.

The theme translates social responsibility into an attractive design that provides passengers information about the origin of the ingredients of their sandwich.

Deliver

The refreshed product packaging for M-Class and European Business Class are currently in production. The overall theme is a huge success with the customer, and is being actively marketed by the airline.

A NEW INTEGRATED COMMISSARY/CABIN CLEANING MODEL FOR A LEADING AMERICAN AIRLINE



Discover

Develop a new integrated Commissary/Cabin Cleaning service model for the airline.

Define

We consulted and contracted with industry experts and leveraged internal knowledge to create a credible, service solution.

Design

Gate Aviation designed an integrated Commissary/Cabin Cleaning model in collaboration with its partner DGS which combines traditional commissary functions with cabin cleaning, janitorial, and wheelchair/skycap activities.

Deliver

Successful implementation of the new model at 4 locations - MEM, LGA, LAX and CVG.

AN AWARD-WINNING DECADE-LONG CULINARY ASSOCIATION WITH SWISS



Discover

After almost a decade with the immensely popular and award-winning service concept SWISS Taste of Switzerland, SWISS requested a new exciting and innovative alternative.

Define

Developing a concept that focused on authentic 'Swissness' in food, themes and products, whilst also reducing complexity.

Design

SWISS Traditions takes into consideration the country's historical and cultural events, translating them into a unique onboard experience that reflects the country's German, French and Italian history and cultures.

Deliver

The SWISS Traditions concept won top honours for its Business Class catering at World Airline Skytrax Awards 2012.

CULINARY INNOVATION FOR A LEADING NORTH AMERICAN AIRLINE



Discover

The airline is the only North American airline with a 4 Star Skytrax rating that they want to improve even further. The airline required that we analyze Global and Canadian food trends and provide them with ideas for culinary innovation that did not involve any large scale change of equipment or impact crew activity onboard. The focus was also on raising quality performance, particularly for premium passengers.

Define

Develop ideas that highlighted the latest in culinary trends while ensuring that Food safety, Innovation, Operational Excellence and Consistency were not compromised. the airline was looking for the “Wow” factor.

Design

Presentation of multiple items that revolved around the overall ‘marketplace’ theme that included tapas/small plates/mezze, a la carte pasta, regional beers, local flavors, festival foods and alternative onboard delivery styles. Gate Gourmet was supported by deSter & Supplair in the innovation workshop.

Deliver

The ideas presented in the workshop are currently being incorporated into the airline’s menus in 2014, which could result in increased revenue on international routes if selected in the future. There is also increased confidence, joint collaboration and reliance on our culinary excellence.



Discover

Work with the airline to develop a solution to optimise and improve the type of products put on-board and where appropriate reduce wastage, deliver onboard savings, and improve overall Corporate Social Responsibility (CSR).

Define

Waste Reduction: Off-load waste analysis studying returned unused products: 8 studies, lasting around 1 week each were carried out in 2013 to record specific, targeted unopened waste, which also analysed weight and fuel impact.

CSR: The Marine Stewardship Council (MSC) is a globally recognised standard for sustainable fishing and seafood traceability. The Gate Gourmet team worked with the MSC during 2013 and other advisors to ensure each stage of the supply chain was certified. This involved Group Procurement working with our suppliers to procure the specified fish and the Operations team working with the MSC to define strict segregation measures.

Design

Waste Reduction: The data recorded during the offload waste analysis was recorded, trended and analysed. The airline is utilising the unique data that Gate Gourmet has provided to make onboard product and weight improvements.

CSR: Gate Gourmet Heathrow West achieved MSC certification.

Deliver

Waste Reduction: The data enabled the removal of a full bar trolley across a number of flight routes supporting weight and fuel savings for our customer. The work provides a key insight into customer preferences on-board, which are vital for successfully menu development and waste reduction.

CSR: Gate Gourmet Heathrow West gained MSC certification, which allowed the airline to become the first UK airline to fly MSC certified fish and Gate Gourmet Heathrow West the first airline catering unit in the UK to achieve the MSC certification.

TECHNOLOGY AND MANAGED SERVICES TO BRING CONTROL OVER GLOBAL INVENTORY



Discover

To improve global inventory visibility and reduce inventory liability for a mid-sized premium airline managing a fleet of more than 20 distinct aircraft types, 400 plus active loading variations for 800 flights per day with different services for domestic, regional and international flights.

Define

eGate Solutions partnered with Pourshins to create a complete galley planning, inventory data and supply chain management solution for the airline. eGate provided the technology and expert management for the airline's galley planning and operations, while the Pourshins team directed and delivered the material and distribution requirement.

Design

eGate and Pourshins first evaluated and analyzed the galley planning data to identify flawed configurations. The team uncovered a range of issues including duplication of containers, obsolete stock items, lack of naming conventions, incorrect use of designer rules and incorrectly loaded containers.

Deliver

The eGate and Pourshins team identified, addressed and resolved all issues within a two-month period. Through the eGate and Pourshins partnership, the companies delivered the technology and managed services to provide the airline with the control and visibility they needed over their global inventory. This enabled the airline to dramatically improve their data quality to a standard that could be trusted for highly accurate forecasting. Stock inventory levels were reduced to a four month consumption period with zero impact to the passenger experience.



Discover

Increase Spend Per Head with one of our APAC customers.

Define

We implemented a new retail strategy and once this and the customer proposition were clearly defined, the key objectives were grouped into short, medium and long term plans.

Design

Initiatives included:

- a full range review and new menu
- the option to pre-order meals in the airline booking funnel
- a crew engagement program
- a PR and marketing campaign

Deliver

In the course of Stage 1 implementation, overall sales grew by 37%, Spend Per Head grew by 24% and Fresh Food by 39%.

CHANGING PASSENGER PURCHASING BEHAVIOUR

Discover

Encourage passengers of one of our APAC customers to purchase onboard as this was a new concept for them.

Define

By researching the local retail market and understanding the passenger demographic, we worked with the airline to implement a new voucher initiative.

Design

To encourage passengers to buy onboard, we:

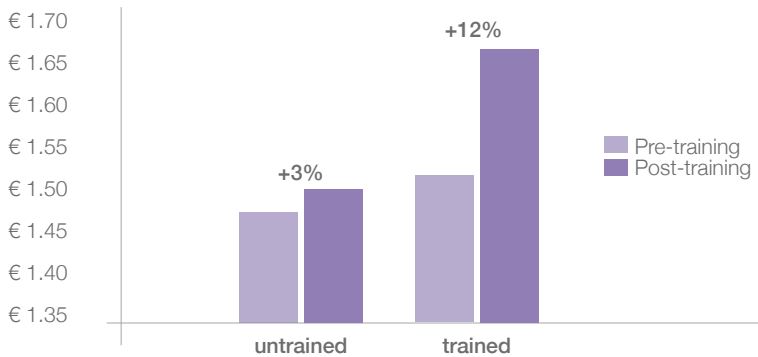
- created a voucher which passengers could purchase at the time of booking as part of their ticket price and could be redeemed onboard. The price also included a flexible ticket and free seat selection.
- introduced some exclusive gift food items, branded with the airline's logo, which passengers could purchase onboard, for themselves or as gifts.
- designed a selling skills training session to help the crew understand how to engage with and sell to these passengers.

Deliver

Spend Per Head increased by 100% in the 2 months following the introduction of the voucher.



INCREASING REVENUE AND PROFIT THROUGH SUCCESSFUL CREW ENGAGEMENT TRAINING



Discover

Demonstrate the effectiveness of Crew Training and Engagement and its impact on revenue.

Define

Partnering with one of our European airline partners and using Spend Per Head as our KPI, we assessed the sales generated by both trained and non-trained crew members.

Design

We introduced a bespoke sales and service training program for this airline's cabin crew. The crew were then trained in two separate groups and the results were measured after the first group completed their training.

Deliver

Trained crew saw a 12% increase in Spend Per Head while the untrained crew saw a 3% increase. While both groups showed an increase in sales, the analysis showed a positive upward swing of 9% for the trained crew compared to the untrained crew.

ONBOARD WASTE REDUCTION FOR A US LEGACY CARRIER



Discover

Understand and analyze the airline's requirements to reduce onboard waste.

Define

Issues identified included 50-60% of fresh onboard product going to waste and a high level of out-of-stock items.

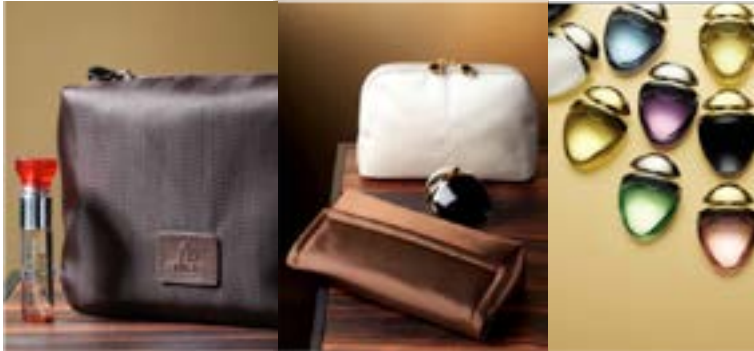
Design

Designed and implemented a model that grouped flights by similar demand characteristics, modeled efficient boarding scenarios and recommended new boarding quantities across the network.

Deliver

Our solution led to the optimization of the right items and quantities onboard, resulting in a reduction in waste by 20% and out-of-stock items by ~3%.

BVLGARI AMENITY KITS FOR A LEADING MIDDLE EASTERN AIRLINE



Discover

Develop a partnership with an exclusive, luxury and international brand in order to create an assortment of tailor-made male and female amenity kits for First and Business Class long-haul travelers.

Define

Work and engage with both renowned luxury brand Bvlgari and the airline to offer passengers a unique and high end amenity kit range that would enhance comfort and well-being onboard as well as underline the airline's unique market position.

Design

Bvlgari's Au The Rouge fragrances and skincare offers the male passenger a touch of class with products including a 5 ml EdT, an aftershave lotion and hand cream, while for the female passenger, Bvlgari has developed a new and exclusive shape for the Au The Rouge cosmetics. The cosmetics are packed in a real leather pouch for men and a luxury satin pouch for women, both bag collections are exclusively designed by Bvlgari for the airline.

Deliver

The launch of the new amenity kits marks another milestone in a 10-year working relationship between Harmony and the airline.



Discover

Understand and interpret the airline's requirements for a lounge that brings to life the airline's brand personality.

Define

Work together to generate the best solution to develop, maintain and operate the airberlin lounge as a "centre of hospitality excellence".

Design

The lounge captures the atmosphere of the popular German North Sea resort, Sylt, with colors and textures that reflect a beach scene and a menu that is inspired by the island's cuisine.

Deliver

The project covers everything from concept design to construction, including fire safety concepts, technical planning and production of unique airberlin furniture. Performa manages the lounge under the airberlin brand, including staffing, catering and maintenance.



Discover

To undertake the concession to design, finance, develop, operate, maintain and manage the common use lounges at Mumbai's all-new Terminal 2 across a total area of 5'600 sqm with 36 international airlines expected to use the international and domestic lounge services.

Define

Performa and joint venture partner Travel Food Services Limited together with the airport authorities, designers, architects and construction firms worked together to define an overall design concept and execution plan to ensure a smooth start-up of the premium lounge facilities.

Design

An overall first-class premium experience – in design, hospitality and catering. Passengers enjoy top level services such as à la carte dining and individual spa treatments and make bookings for relaxation rooms, showers, movies, concierge and porter services, etc.

Deliver

An exclusive five-Star hotel experience within an airport with highly personalized service, generous seating and attention to detail.

A FULLY INTEGRATED ASSET MANAGEMENT PROGRAM FOR A LATIN AMERICAN AIRLINE



Discover

Develop a sustainable and flexible solution that optimizes cost and usage of resources across the airline's network, standardizes best practices and control mechanisms, and eliminates distractions to allow the airline to achieve its growth plans.

Define

Pourshins mapped the airline's existing supply chain model and identified a number of improvement opportunities through the outsourcing of all the resources dedicated by the airline to manage its supply chain.

Design

Pourshins designed a fully integrated asset management program, which the airline implemented by late 2007. The solution increased both visibility and control.

Deliver

The solution resulted in a significant cost benefit for the airline. The savings came from the optimization of the warehousing space, optimization of quantities purchased and consumed, reduction in usage of their own cargo space and fuel consumption and the ability to free up human resources formerly dedicated to these tasks.

**PREMIUM BRANDED BUY
ON BOARD FOOD RANGE**



Discover

Connect hot snacks and sandwiches with a top culinary lifestyle brand to accelerate profitable growth of a German airline's Buy on Board program.

Define

A blend of the classic "Sansibar" brand and a luxurious resort vacation integrated with trendy gourmet products.

Design

Delicious recipes highlighted with stylish and unique branded packaging – a clear differentiator from typical existing Buy on Board programs.

Deliver

Gourmet products superbly packaged creating a premium customer experience with distribution across a broad geography.

BRANDED CHILDREN'S SNACK AND ENGAGEMENT BOX



Discover

Identify a pan-European brand for children of all ages to anchor a multi component all-day snack box.

Define

A complete children's box with sweet, savory and nutritious snacks that are delicious, playful and entertaining.

Design

Incorporate branded snacks with fun elements like a surprise egg and puzzles all within convenient and robust packaging.

Deliver

Instantly recognizable brands associated with quality and brand value, available across Europe on demand for hungry kids with discerning mums.



Discover

“Straight from the bar” premium cocktail alternatives that are available, anywhere, anytime.

Define

Product range that includes cocktails inspired by luxury treats and global travel available to people on the move. Ideal for asset lite and labor lite delivery.

Design

Design and selection of a range of products that include Cosmopolitan, Collins and other authentic cocktails. All products are available in pressure tested, shatterproof and environmentally friendly packaging with a built-in shaker.

Deliver

Premium cocktails available creating a fun, and engaging customer experience onboard.