

## ALITALIA puts SERVAIR in charge of managing its entire catering service at all its stopovers.

**Paris, 25 November 2010 – After an invitation to tender, SERVAIR, France’s largest and the 3<sup>rd</sup> biggest company worldwide providing airline catering services and air transport logistics, has been chosen to run Alitalia’s catering activity through its new subsidiary Servair Solution Italia.**

Since November 1<sup>st</sup>, Alitalia’s catering activity, which until then was fully integrated, has been entrusted to **Servair Solution Italia**. The two companies have signed a 7-year contract. As part of this service integration, **Servair Solution Italia** will be proactive, offering solutions and advice every day for the company’s 100 stopovers.

*“With a complete and made-to-measure offer, **Servair Solution Italia** combines the business, strategical and technical skills needed to offer Alitalia the best possible service. We are making use of all our know-how in management, culinary services, negotiation and training so that the company can focus on its core business”, declares **Hervé Paris, Servair Solution Italia’s Chairman.***

*“With its experience, large number of clients and presence in several markets, Servair will enable us to optimise our supply chain in terms of the quality of the services offered and the responsiveness and flexibility of suppliers. From now on, through Servair Solution Italia, we have a highly-integrated organisation in a single structure. Servair Solution Italia’s proposals and advice will give new impetus to our company in the coming years and further increase the quality of the end service,” says **Francesco Festa, Alitalia’s Purchasing Director.***

### **Service Integration for Optimised Catering**

**Servair Solution Italia** is responsible for negotiating the best price for all purchases connected to in-flight services (raw materials, catering contract follow-ups, supplies, stock management and setting up reliable and responsive logistics). For each stopover, **Servair Solution Italia** will select suppliers to rationalise and significantly reduce catering costs. **Servair Solution Italia** applies the specifications defined by Alitalia for products and services, but is nevertheless proactive in these fields. **Servair Solution Italia** is also the interface for the crew and provides them with support as they take charge of the menus and products selected.

**Servair Solution Italia** will be based in Rome and headed by Jérôme Félici, formerly Assistant Manager of the Air France KLM-Alitalia partnership. Previously, Jérôme Félici held the post of Head of Alitalia’s Inflight Services.

**SERVAIR** is the leading French airline catering and cleaning company. In 3rd position worldwide with more than 60 sites, with its partners and subsidiaries, SERVAIR offers airlines a range of services that are vital to the air transport sector and for the comfort of passengers. Its requirements, in terms of quality and know-how, have led to SERVAIR becoming a true driving force for its 120 customer companies, helping them to improve their commercial offers to passengers, while scrupulously adhering to the constraints of air transport.

## **Press Contact**

### **Agence Ketchum Paris**

Aurélie Caron

+33 1 53 32 61 81

Aurelie.caron@ketchum.fr

---