



Food•Directions

Airline and Lounge Catering

COMPANY PROFILE



About us

Established in 2011 offering refined boutique catering for commercial flights, charters, private events and lounges.

Food Directions specializes in offering effective hospitality and airline solutions which enhance efficiency as well as profitability and reputation in the Industry. We offer customer service and cuisine with creativity, flair and style and provide equity stakes to our operational management in order to incentivise the operator to run an owner driven business.

Food Directions installs proven management structures such as accounting and reporting systems that produce comprehensive results. We have an intricate understanding of the markets in which we operate, thus maximizing revenue and resulting in better returns for all. Food Directions has risk management and control systems in place and offer high-end market specialization in the Hospitality and Airline industry.



First Class Dining, Business, Premium and Economy Class

- Menu Development
- Menu Presentation
- Menu Training
- Complete on-board and lounge Catering
- Special Meals
- Allergen Control
- Logistics

MENU

- Engineering
- Development
- Recipes
- Costings
- Presentations
- Training
- Procurement
- Implementation
- Stock Management

Established 2011

- SANS 10049 requirements for prerequisite programs (PRPs),
- ISO/TS 22000 2018
- Codex Hazard Analysis Critical Control Point (HACCP) principles
- Food Safety Management System requirements as guided by the Global Safety Initiative (GFSI)
- Applicable laws, regulations and compulsory specifications
- Halal Compliant

CATERING CAPACITY

Johannesburg	18 000 meals per day
Cape Town	8000 meals per day
Truck Fleet	Modern Catering High Loaders
Light Catering Vehicles	Refrigerated

CATERING FOR AIRPORT LOUNGES

SLOW JNB International	SLOW Cape Town
SLOW JNB Domestic	BA JNB International
SLOW XS Lanseria	BA CPT International
SLOW Durban	

HUMAN RESOURCE

- Staff compliment 400
- Staff undergoing chef's school – HTA School of Culinary Art
- All staff trained in HACCP and Food Safety
- Equipped Training Centre
- Development program for the staff
- Staff Incentives

CATERING FOR INTERNATIONAL AIRLINES

Air France | Fastjet | KLM | LAM | Qatar | Singapore Airlines | Turkish Airline

CATERING FOR DOMESTIC AIRLINES

Lift | Safair

Executive Team

Chris Nicolopoulos

Entrepreneur, 40 years experience in restaurants and airline catering. Empowering people – helps in humility, execution, technology, and developing a great team.

Symeon Yiallouris

Entrepreneur, 25 years experience in the catering and restaurant industry. Flexible minded creating new styles and trends in the hospitality/ aviation and tourism sector.

Aubre Wilbers

20 years experience in hospitality and tourism, strong in both operations and finance. Engineering accounting, operational and risk management systems maximizing on revenue and productivity.

