



Transforming airline menu development with an AI-enabled digital platform

Client

gategroup is a global provider of in-flight catering and on-board services to the airline industry.

Company Size

46,000+ employees

Location

Global

Featured Partners



A global in-flight catering and on-board services provider relied on a legacy, document-driven menu workflow that forced chefs to copy and paste details across disconnected systems and spreadsheets. Marlabs partnered with the client to replace that process with a single, AI-enabled platform that extracts requirements from inbound airline briefs and generates complete first-draft menus.

The platform gives chefs a unified workspace with version history, live collaboration, allergen detection, and presentation-ready outputs while role-based dashboards give commercial leaders enterprise-wide visibility for the first time.



"Marlabs has been a trusted technology partner for nearly two decades, bringing a deep understanding of our business and operational requirements. Their safety-first approach, built on clear governance, robust policies, appropriate guardrails, and human oversight, was exactly what we needed in a business where allergen control and special-meal compliance leave no room for error. By streamlining manual processes, the platform allows our teams to spend more time focusing on menu quality, culinary creativity and the passenger experience."

—Sandro Bregante, CIO of gategroup



Generative AI



Application Development



UI/UX



Data Integration

The Challenge: A manual menu workflow slowed chefs and limited visibility



Objective: The client set out to replace the manual menu workflow with a single, AI-enabled platform that freed chefs to focus on culinary craft.



Existing Issues: Spreadsheet-heavy tracking, manual brief intake, and inconsistent regional workflows created compliance risk and slowed proposals to airline customers.



Solution Needed: Marlabs delivered an AI-enabled menu development platform that extracts brief requirements and generates complete first-draft menus in one workspace.



Outcome: The platform standardized menu development across geographies and gave commercial leaders enterprise-wide visibility for the first time.



The client's legacy, SACS-based process forced chefs to assemble menus by copying and pasting details across disconnected systems and spreadsheets. This error-prone workflow consumed culinary time and left leaders without a consolidated view of active menus.

The Solution: An AI-enabled digital platform for end-to-end menu development

Marlabs began with design-thinking discovery, then built the platform in sprints with continuous chef and commercial feedback. AI was embedded at the most leveraged points, from brief intake to menu generation and issue detection.

Phase 1: Design-Thinking Discovery & Change Plan

The team ran stakeholder interviews and Think and Make workshops to map personas, journeys, and the future-state menu experience.

Workstreams:

- Stakeholder interviews
- Journey & persona mapping
- Future-state definition

Phase 2: AI-Driven Brief Intake & Menu Generation

Marlabs built AI that extracts requirements from inbound airline briefs and generates first-draft menus across categories, cycles, and classes.

Workstreams:

- AI brief extraction
- First-draft menu generation
- Allergen issue detection

Phase 3: Unified Workspace & Live Collaboration

We delivered a single workspace with version history, role-based access, dish-level drilldowns, and conflict-free live collaboration for chefs.

Workstreams:

- Version history & control
- Role-based access
- Dish-level drilldowns

Phase 4: Governance Dashboards & Roadmap

Our team added chef and commercial dashboards, calendars, and AI-aware notifications, establishing a foundation that keeps absorbing new capabilities.

Workstreams:

- Role-based dashboards
- Calendar & notifications
- Continuous improvement

Services and Technologies Used:

Services:

- Generative AI
- Application Development
- UI/UX
- Data Integration
- Ideation & Innovation
- DevOps

Technologies:

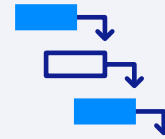
- SACS
- Snowflake
- Black Swan
- Figma
- Mural
- JIRA
- GitHub Copilot

The Results: Impact on the client organization

The platform replaced the manual, Excel-driven workflow with a single AI-enabled workspace, compressing the time from inbound brief to presentation-ready menu. It standardized menu development across geographies while raising governance, consistency, and the airline food experience.



Eliminated Manual Menu Assembly: The platform replaced the legacy spreadsheet-and-SACS workflow with a single digital workspace for menu development.



Standardized Global Workflows: The team replaced location-specific document variants with unified data models and a consistent enterprise process across geographies.



AI-Driven Brief Intake: The solution extracts requirements from inbound airline briefs across multiple file types, keeping required field entry to a minimum.



Improved Governance & Visibility: Marlabs gave commercial leaders enterprise-wide visibility through role-based dashboards with explicit version control and change history.



AI-Generated First-Draft Menus: The platform automatically produces complete first-draft menus from each extracted brief, replacing manual copy-paste assembly.



Chefs Refocused on Craft: The solution shifted chef effort from administrative document handling to culinary creativity and the airline passenger experience.