

Unlocking Value in Onboard Catering: Smarter Loading, Lower Costs, Better Customer Experience



COUNTIFI

Executive Summary

Airlines are under growing pressure to deliver better customer experiences, manage rising costs, and meet sustainability targets — all while staying operationally lean. One overlooked opportunity sits onboard: the efficiency of catering loading.

Countifi provides AI-powered photo recognition that brings real-time visibility to actual inflight product usage. This allows airlines to load smarter — cutting waste, fuel burn, and costs, while improving service consistency and satisfaction.

Recent work with a large US-based international carrier resulted in multi-million-dollar inventory savings, and hundreds of hours in labour efficiencies. Crucially, these gains were achieved with minimal process change and without compromising the onboard offer.

This whitepaper outlines the opportunity, shares results from recent airline partnerships, and proposes a simple implementation roadmap — starting with a low-risk, low-cost trial — to help your team explore Countifi's potential value.

Why Inflight Consumption Still Lacks Visibility

Despite the rise of data-driven operations, many airlines view the onboard catering process as a black box, while the caterers are working feverishly to meet operational demands while monitoring tight margins. Airlines typically plan loadings based on forecasted need, historical norms, and contract terms — not on what's actually used by passengers by flight.

Without accurate usage data, carriers are forced to over-cater to avoid service shortfalls. The result? Millions in wasted inventory items (including food), unnecessary fuel burn from extra weight, and less funding available to improve elements that passengers truly value.

The Countifi Solution: AI-Driven Photo Recognition

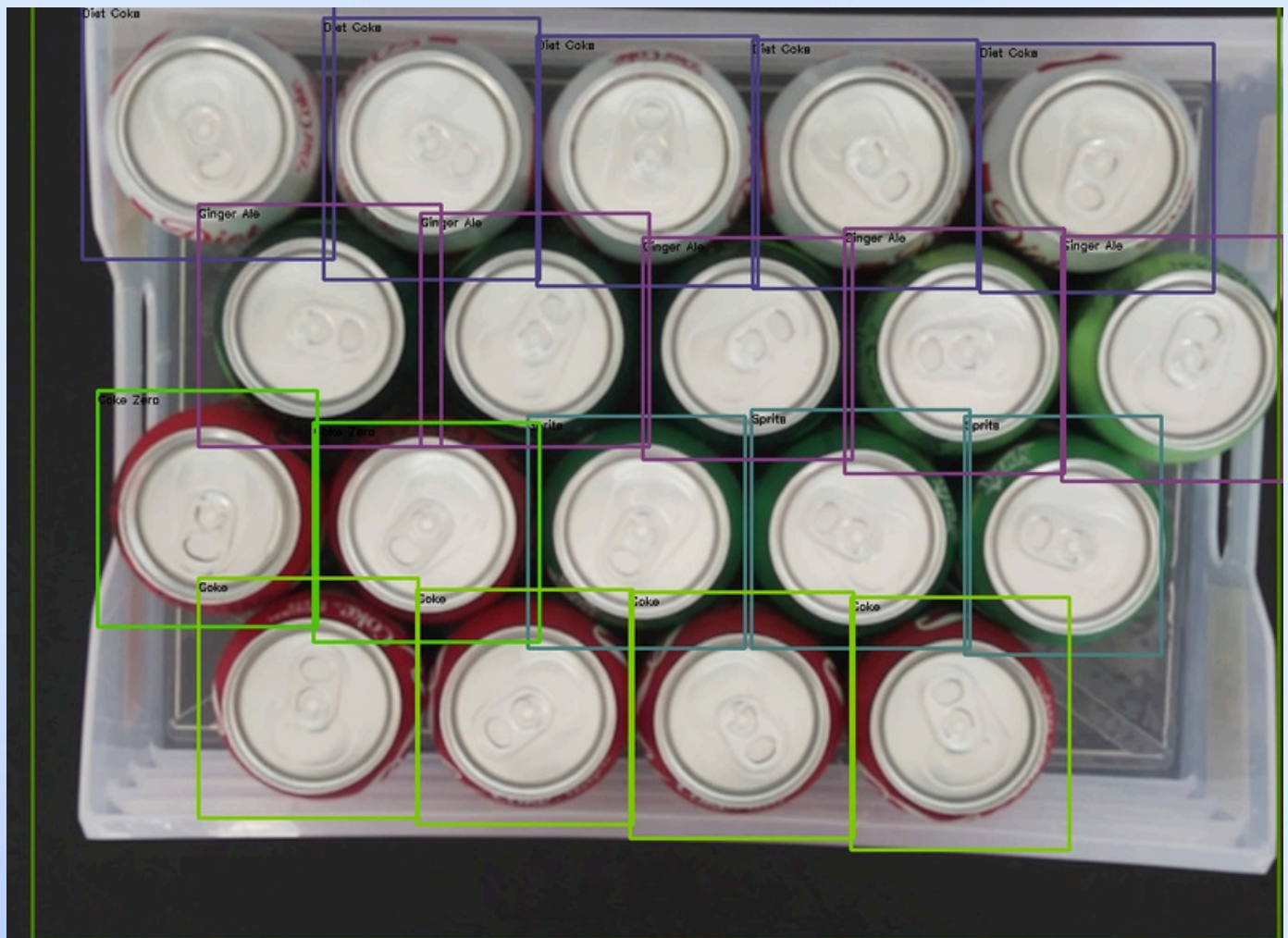
The Countifi Solution: AI-Driven Photo Recognition

Countifi's technology makes it easy to understand what's being used onboard — and what's not.

The Countifi solution uses AI to automatically analyze photographs taken during standard post-flight galley checks. The result is a clear, objective, flight-by-flight view of actual product consumption.

- This data can be used to:
- Identify consistently underused items
- Highlight over- or under-loading trends by route, aircraft, or class
- Support right-sized loading specifications
- Monitor caterer adherence to specs
- Track improvement over time

The solution is fast to implement and doesn't require significant process or tech changes or the sharing of PII or GDPR data. Airlines can start seeing actionable insights within weeks.

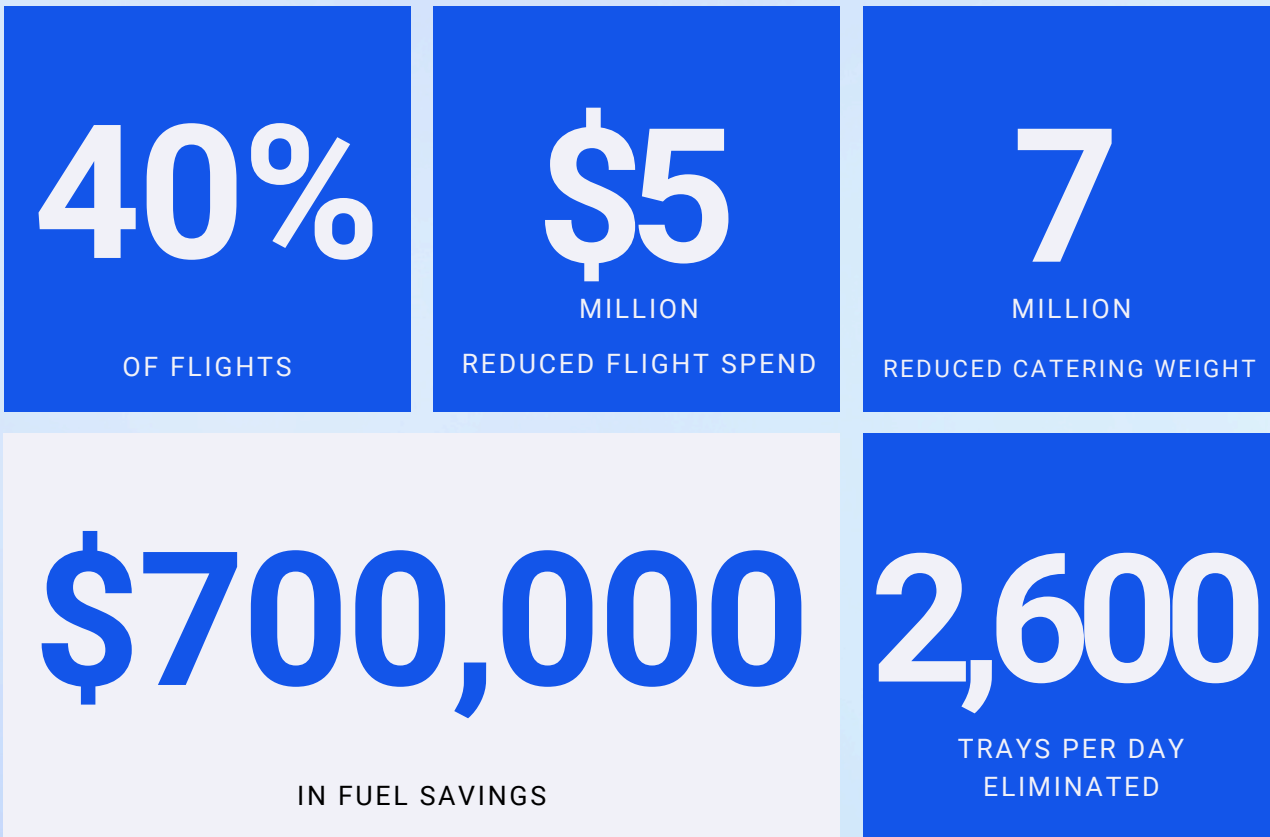


Case Study Snapshot – Major US-Based International Carrier

Countifi recently partnered with a large US-based international airline to help optimize its catering performance. Following a short implementation period, the following results were achieved in seven months:

- Decreased Inventory Costs: By removing a single tray from 40% of flights, the carrier reduced specific flight spend by approximately \$5 million.
- Fuel Savings: The reduction in catering weight lowered aircraft payload by approximately 7 million pounds annually, equating to an estimated \$700,000 in fuel savings.
- Reduced Labor Hours: By eliminating ~2,600 trays per day, the carrier saved around 43 labor hours daily in catering operations.

Countifi’s detailed dashboards and support helped the airline identify clear opportunities for optimization – and translate insights into action without compromising service.



Implementation Roadmap

The Countifi solution is simple to trial and implement. The following is a high-level outline of what this implementation could look like:

01 **Proof of Concept (4 weeks)**

Countifi offers a low-cost, low-risk trial to demonstrate impact:

- Define parameters in collaboration with airline stakeholders (flight set, products, goals).
 - Deploy AI image recognition on a limited number of flights.
 - Collect and analyze data to identify actionable opportunities.
 - Provide clear dashboards and expert interpretation.
 - Support internal business case development for broader rollout.
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02 **Global Commercial Rollout (6–10 weeks)**

Once the value is proven:

- Expand the scope of the solution to broader routes and items.
 - Integrate Countifi into the caterer's existing workflows with minimal disruption.
 - Conduct comprehensive training for key airline and supplier staff.
 - Continue to refine dashboards and alerts for airline-specific KPIs.
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03 **Continuous Improvement (Ongoing)**

Countifi's team remains actively involved to:

- Provide ongoing data analysis, interpretation, and stakeholder support.
- Recommend updates to loading plans and ratios based on live data.
- Collaborate with caterers and procurement teams to implement cost-saving actions.
- Highlight anomalies, non-compliance, or emerging patterns to inform further change.

Countifi acts as a true partner — not just a tech provider — supporting airlines to embed intelligence and agility into their catering process over the long term.

Let's Explore the Opportunity

If you're looking to reduce waste, improve customer satisfaction, and redirect spending toward what really matters onboard — let's talk. Countifi makes it simple to get started and see what's possible with real-world data.

About Countifi

Founded by former airline and finance professionals, Countifi combines operational insight with AI expertise to bring real visibility to complex, under-managed workflows in aviation. Its technology is currently in use or evaluation by leading global carriers including British Airways, Delta, and Emirates.

To learn more or arrange a discovery session:
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