ELEVATING PRIVATE AVIATION EXPERIENCE - PAC KITCHEN AND PROVO AIR CENTER

News / Business aviation

In business aviation, exceptional service is defined by attention to detail, and few amenities reflect that more clearly than premium catering. At the intersection of hospitality and private aviation, PAC Kitchen has become an integral part of the experience offered by Provo Air Center, serving passengers and crews with fresh, customized culinary solutions designed to meet the unique demands of private air travel.

Working hand in hand with Provo Air Center, Turks & Caicos leading fixed-base operators, PAC Kitchen complements the facility's commitment to service excellence, convenience, and personalized customer care. Together, they create a seamless experience that extends beyond the aircraft, demonstrating how high-quality hospitality and operational efficiency can work together to enhance every stage of a journey. As both operations continue to evolve, PAC Kitchen and Provo Air Center exemplify the growing importance of customer-focused services in modern business aviation.

T.O.: What was the original vision behind PAC Kitchen, and how has it evolved with the growth of Provo Air Center?

P.A.C.: We've always stood on the belief that mealtime is the best part of your flight - something you should be able to look forward to. Prior to owning the catering, we were forced to rely on third party caterers who didn't seem to share our vision. By bringing the catering in-house, with the launch of PAC Kitchen, we gained full control over the standards we believe in.

Our culinary team is able to craft a menu designed specifically for each guests' palette using local vendors as much as possible to source fresh products. And, most importantly, we are nimble, so

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orders that arrive on our desk at 11 PM with a delivery request for the next morning can be managed and not turned away because the outside caterer is closed. Owning the catering means every order is filled, every time.

T.O.:.PAC Kitchen has become a reference point for private aviation catering in the Caribbean. How would you define the culinary identity that sets you apart?

P.A.C.: People most often comment about the level of care we exhibit for them. We understand our customer and lean into what they're *really* looking for in an on-flight meal. While we offer the high-end caviar and surf and turf, we make an incredible sandwich, canape tray, roast chicken, and – believe it or not – chicken fingers. What we've noticed is that guests actually prefer well-prepared comfort food over what is perceived to be fancy fine dining and that's what we deliver. The bistro-style food that has become the cornerstone of our kitchen is soothing for guests when air travel is typically anything but. Our guests not only appreciate that but seek it out from us each time the fly from TCI.

T.O.: How does PAC Kitchen collaborate with the wider Provo Air Center team to ensure seamless service from runway to cabin?

P.A.C.: Food and caring are inextricably intertwined and we often let one define the other. We are one team, united in caring for our guests. That's the philosophy. The individuals who oversee the orders and the kitchen are in constant communication with our concierge team so everyone knows what has to be where and when. It also means our concierge team can quickly recognize when guests are having a difficult time - perhaps there was a flight delay, or someone is feeling under the weather, or there are children who are growing impatient with traveling. The concierges can communicate that with the PAC Kitchen team so we can surprise them with snacks, sandwiches, soup, or treats to flip the experience and lessen the stress. We make a lot of ginger tea – it's our answer to almost everything.

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T.O.:. What is the most complex operational challenge you face during peak season?

P.A.C.: Being located right on the airfield, directly in the FBO, is a huge advantage to being able to fulfill short notice orders. But, during peak periods, the more notice we can get, the better. This is an island, with all the supply challenges that come with being a small place in a large body of water, so it impacts our ability to source off-menu requests at the drop of a hat.

T.O.: What do private jet passengers expect today that they didn't five years ago?

P.A.C.: Even more personalization. At Provo Air Center, there's no corporate policy or need to phone headquarters to authorize a special request. Every one of our team is empowered to make our guests feel at home. Often times, I am on-site greeting planes myself. When I'm not, our team is trained to recognize, and act upon, whatever is needed to make our guests feel welcome. Some place a higher value on privacy and want to be whisked into our VIP lounge immediately upon arrival while they clear customs. Others enjoy a hug and a catch-up conversation over a cappuccino while they wait for ground transportation. On more than a few occasions we've surprised our guests with flowers, cake, champagne, or fancy entrances to celebrate a milestone birthday. We've also taken care of guests who are under the weather or who have suffered a turbulent flight with chicken soup or ginger tea. Isn't that really the peak of luxury? It's less about crystal chandeliers and leather sofas and more about knowing that the moment you arrive your FBO is going to give you the experience you're uniquely seeking. That we're going to be two steps ahead of you from the moment you touch down, till the moment you take off.

T.O.: What is the most challenging special request you've successfully delivered?

P.A.C.: During the pandemic, and after our country's borders were closed, I was looking for a way to keep my staff employed enough to survive. At the same time, we discovered that the early withdrawal of the commercial airlines had left hundreds of visitors stranded in our country. I started chartering aircraft and selling the seats one by one to get people home. From a coordination standpoint, it was definitely the hardest thing I've ever done, and the most rewarding. Every few

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days 30 strangers would share a flight home, masks on but united, and we would take a moment to applaud them and let them applaud each other before shutting the doors and starting engines.

T.O.: Which global food trends are influencing private aviation catering today?

P.A.C.: Bistro food. Things your mother or grandmother made for you that you're craving again. I founded PAC Kitchen with this vision and it stands true today.

T.O.:What is the core identity of Provo Air Center, and how do you ensure it remains consistent across every touchpoint?

P.A.C.: When we designed Provo Air Center, it was our goal to set the standard for excellence in the FBO space from the facility to the service. Our space is intentionally designed to feel like an extension of the island's high-end resorts and villas from the sweeping, light-filled main hall to the exquisitely decorated private VIP lounges. Every member of our team from the ramp to the executive staff welcomes guests home when they arrive on the island. We remember their names, their preferences, their favorite foods, and special requests. That level of attention, of care, is genuine. We truly feel like a family at Provo Air Center and welcome every guest as such – whether it's their first time here or their 100th.

At the heart of our operation, we are independent, which means keeping that level of care consistent is never sacrificed by corporate standards or regulations. The true value of landing at an independent FBO means that we are exclusively focused on you, the guest, not the high-powered suits in an offsite office where budgets and contracts supersede people and experiences. Our single focus is our guest and every member of our team knows that their first priority is exceeding that guest's expectation without hesitation. It's what keeps our guests' returning to our FBO every time they travel to the Turks & Caicos Islands. We've built a strong reputation for creating an elevated customer-experience and we will never falter on overdelivering that promise.

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T.O.:How have the expectations of UHNW travelers evolved, and how is PAC adapting to stay ahead?

P.A.C.: The expectations are constantly evolving, from luxury gifts and welcome drinks, to no-contact safety, to being seen and appreciated, which is the current trend. Our guests expect us to learn them and remember their habits and preferences, and that's what we do.

19 OCTOBER 2026

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https://50skyshades.com/index.php/news/business-aviation/elevating-private-aviation-experience-pac-kitchen-and-provo-air-center

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