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[AirAsia](#) Philippines partnered with celebrities to promote destinations in the country through the “Airline of the Stars” campaign during the pandemic. Now, the airline has once again decided to go local and promote the Philippines’ best by partnering with actor Joel Torre to bring Bacolod Chicken Inasal, courtesy of [JT’s Manukan Grille](#), onboard. The dish was named the fifth Best Chicken Dish in the World by TasteAtlas, the July 30 press release said.

All AirAsia inflight meals are Halal certified, ensuring that they meet the dietary requirements of all passengers while providing high-quality options. Sharing the same core values – Mura (affordable), Malinis (clean), Masaya (joyful) and Masarap (delicious)—this partnership with JT’s Manukan Grille aims to elevate the inflight experience of AirAsia passengers.

“Following our 15th Skytrax win as the World’s Best Low-Cost Airline, AirAsia Philippines is always committed to giving our guests the best value while also supporting local entrepreneurs. We have started bringing the spirit of Filipino craftsmanship on board through partnerships with local artisans, offering guests Pinoy-made jewelry and apparels. This time, we want to elevate their in-flight experience to satisfy our guests gastronomically with JT’s Bacolod Chicken Inasal,” said Ricky Isla, CEO, AirAsia.

“We are delighted to partner with AirAsia Philippines as this will give us a chance to showcase our Chicken Inasal to travellers from all over the world,” said Joel Torre, CEO, JT’s Manukan and Grille.

Now, all passengers flying on all AirAsia Philippines flights can pre-book JT's Bacolod Chicken Inasal via airasia.com and the AirAsia MOVE app. For PHP 200.00 (USD \$3.50), this meal can be paired with other Pinoy favourite drinks. AirAsia is set to unveil a series of all-time Pinoy favourite dishes under its Santan brand.