

Alaska Airlines elevates First Class menu with Chef Brandon Jew



Alaska Airlines' partnership with Chef Brandon Jew of Michelin-starred Mister Jiu's further elevates its First Class menu

[Alaska Airlines](#) plans to redefine its First Class dining experience with the launch of a chef partnership beginning this month. The collaboration with Brandon Jew, an acclaimed chef and owner of San Francisco's [Michelin-starred Mister Jiu's](#) restaurant, will bring an exclusive menu to passengers seated in First Class between San Francisco International Airport ([SFO](#)) and New York's John F. Kennedy International Airport ([JFK](#)).

From August 14, passengers will be able to preorder from the special menu, which features a series of Chef Jew's signature dishes, including his take on congee, black cod cooked to perfection with a side of silken tofu and tender slow-braised duck served with savory sesame egg noodles.

Alaska Airlines will use the same high-quality poultry from Liberty Farms in Sonoma County that is featured at Mister Jiu's as their trademark Peking Style Whole Roast Duck, as well as other Michelin rated restaurants around the world. Each First Class dish was exquisitely crafted by Chef Jew, who is known for blending local and seasonal produce from the San Francisco Bay Area with classic Chinese techniques and flavors.

"We're grateful to Chef Jew for his partnership in this exciting initiative and ongoing commitment to elevate the travel experience for our guests with sky-high hospitality and world-class cuisine," said Todd Traynor-Corey, managing director of guest products at Alaska Airlines. "Our relationship with

Chef Jew traces back several years ago, including working together to give back to the residents of San Francisco's Chinatown. His commitment to quality, gastronomic craftsmanship and philanthropy aligns perfectly with our values."

Chef Jew's dishes, inspired by his Cantonese heritage and vibrant San Francisco food scene, will be available to First Class passengers travelling between SFO and JFK from August 28. The partnership will run for at least one year with seasonal rotations.

Through this partnership and in support of Chef Jew's charitable efforts to the community, Alaska Airlines is also donating \$5,000 to Gum Moon Women's Residence, a local non-profit that was established to address the unmet needs of women and children in geographic and social transition.

"I'm so excited to partner with Alaska Airlines on their First Class flight menu, connecting my hometown of San Francisco with New York, a city where I've always dreamed of living in," said Chef Jew. "Luxury begins with quality ingredients, which underscores our shared values. At Mister Jiu's we are always evolving and defining Chinese American cuisine in the Bay Area while advocating for the global recognition of Chinese food — the partnership with Alaska Airlines elevates Chinese cuisine from coast to coast."