



Singapore, 01 August 2023

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Newsroom

# Jetstar Asia's onboard menu gives back

Jetstar Asia and SATS Ltd have announced a collaboration with My Inspiring Journey (MIJ) Hub, a non-profit organisation that equips, empowers and inspires individuals with special needs (intellectual disability) in Singapore since 2011.

The six-month partnership will enable customers onboard Jetstar Asia (3K) flights to purchase special products lovingly designed, created and packed by individuals with special needs who have graduated from MIJ Hub's 'Work Readiness Adult Programme' (WRAP) and are currently working at Ashraf's Café – a social enterprise managed by MIJ Hub.

From 1 August to 30 October 2023, a classic Peek-a-Box will be available on Jetstar Asia's on-board menu for SG\$10, including every kid's favourite snack, Iced Gems, a fun-shaped crayon made by MIJ Hub graduates, and a colouring sheet, perfect for keeping kids entertained on the flight.

From 1 November 2023 to 31 January 2024, a "My D-I-Y Cookie Jar" will be available for just SG\$14, including delicious Sea Salt Choc Cookies, specially prepared by the above-mentioned individuals from MIJ Hub, and a set of stickers designed by the younger students of MIJ Hub to decorate the jar.

With SG\$2 from every purchase being donated back to MIJ Hub, the collaboration hopes to raise awareness and funds to support the non-profit organisation that offers academic curriculum, daily living skills and vocational skills catered for individuals with special needs, who have conditions such as Autism, Down Syndrome, Attention Deficit Hyperactivity Disorder (ADHD), Global Developmental Delay (GDD) and DiGeorge Syndrome aged 2 to 30 years.

**Barathan Pasupathi, Jetstar Asia CEO** said it was a wonderful collaboration that not only provided Jetstar customers with delicious treats but created a platform that showcased the fantastic vocational skills of the inclusive team from MIJ Hub graduates.

"At Jetstar Asia, we are committed to making a positive contribution to the communities we operate in, so as a Singapore airline, we're so pleased to be working with our industry partner, SATS, and such a worthwhile local organisation," Mr. Barathan said.

**Bob Chi, SATS Gateway CEO** said SATS is always looking to strengthen their relationships through collaboration with airline partners in Singapore including Jetstar Asia.

"Through this initiative, SATS looks forward to contributing to a cause that enhances the lives of individuals with special needs, aligning well with our purpose to feed and connect communities," Mr. Chi said.

**Mdm Faraliza Zainal, MIJ Hub Founder** said MIJ Hub were thrilled and grateful for the heart-warming collaboration with SATS and Jetstar Asia.

"Together, we've crafted a journey of inclusivity and compassion, making a positive impact on the lives we touch," Mdm Faraliza said.

"Our shared commitment has truly lifted our Special Needs community to new heights."

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### About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific's fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.

