

Elior UK announces three-year charity partnership with The Natasha Allergy Research Foundation

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Leading contract caterer **Elior UK** has announced a three-year charity partnership with The Natasha Allergy Research Foundation, the UK's food allergy charity, commencing in January 2025. As its next charity partner, Elior is committed to raising £100,000 by the end of 2027.

To achieve this ambitious target, Elior will support the Natasha Foundation's awareness campaigns, fundraising initiatives, and events. The company also plans to host corporate events and personal challenges. Elior employees will be encouraged to organise their own fundraising activities and share ideas with the company's charity committee.

Strongly aligned with the Natasha Foundation's mission, Elior understands the challenges and complexities of catering for people with food allergies. At least 2.4 million adults in the UK now have a diagnosed food allergy, and around two children in every classroom. The company is dedicated to raising allergy awareness, reducing risks for allergy sufferers and improving their quality of life. Elior recently hosted its Allergy and Wellness Forum, where guest speakers included Tanya Ednan-Laperouse OBE, founder of the Natasha Foundation, to help further drive the importance of allergen safety and compliance with allergen management policies and procedures.

As a founding partner of the charity, Elior has supported its pioneering research into oral immunotherapy (OIT). This research aims to prove that everyday foods can be used as a practical treatment for children and young adults with milk and peanut allergies. Some children on the trial are now tolerating foods to which they were previously severely allergic.

Nadim and Tanya Ednan-Laperouse OBEs, founders of The Natasha Allergy Research Foundation, the UK's food allergy charity, said: "We are delighted Elixir has chosen The Natasha Allergy Research Foundation as their official charity partner, after working together for many years. Elixir is a company that goes above and beyond when it comes to keeping their food allergic customers safe.

"Food allergy is not a choice or a preference, it can be a serious and unpredictable disease that can cause a potentially life-threatening allergic reaction called anaphylaxis. With Elixir's support we can continue to carry out critical medical research and campaign work essential to achieving our mission of #MakingAllergyHistory. We are so grateful for Elixir's continued support – thank you."

Catherine Roe, CEO of Elixir UK, said: "Supporting charities has always been close to our heart at Elixir and we are thrilled to be taking our relationship with The Natasha Allergy Research Foundation to the next level. We are proud of our collaboration to date and look forward to fundraising over the next three years. There is already immense support for the charity within the business, and we're excited to fundraise for such a worthwhile cause. The Natasha Foundation's work is critical and has the potential to transform so many lives."

The Natasha Allergy Research Foundation is a UK-based charity dedicated to improving the lives of people with food allergies. Founded in 2019, it was established by Nadim and Tanya Ednan-Laperouse in memory of their 15-year-old daughter Natasha, who tragically passed away from an allergic reaction to a sandwich containing undeclared sesame seeds. Natasha's death highlighted the urgent need for better allergy awareness and clearer labelling of allergens for people with life-threatening allergies.

The Foundation's mission is to #MakeAllergyHistory by funding groundbreaking allergy research. It also works to raise awareness about the risks of food allergies and advocates for change to improve the lives of the millions of people in the UK living with food allergies. In addition to supporting scientific advancements, the Foundation campaigns on behalf of people with food allergies and provides vital resources for individuals and families affected by food allergies, helping them to navigate the challenges that allergic disease can cause.