

Elior's annual charity dinner and auction raises £30,000 for Alzheimer's Society

1 year ago



Contract caterer [Elior](#) hosted its annual charity dinner and auction to raise funds for the Alzheimer's Society, the UK's leading dementia charity. Held at BT One Braham in London, the event raised £30,000.

The fine dining culinary experience was curated by nine talented Elior chefs, including Bake Off: The Professionals contestants Malgorzata Kujawa and Natalie Sheridan. Each chef delivered one course of the nine-course menu. Dishes were inspired by the Mediterranean-DASH Intervention for Neurodegenerative Delay (MIND) which is designed to promote brain health and reduce the risk of Alzheimer's disease and cognitive decline by focusing on nutrient-rich foods that benefit the brain.

Guests had the opportunity to bid for prizes in a live auction hosted by Elior's Head of Sales, Ben McEwen, in addition to a silent auction. Prizes included various private culinary experiences from a Vietnamese feast hosted by Lexington Executive Project Chef Dang Pham, to an afternoon tea hosted inside your own home, provided by the aforementioned Bake-Off The Professionals contestants Malgorzata Kujawa and Natalie Sheridan. Multiple stadium hospitality tickets were also included, such as an experience for 4 at Gordon Ramsey's restaurant inside Rangers Football Club's home at the Ibrox Stadium, and food from Michelin Star chef Simon Rogan at the AO arena in Manchester. The event was also well supported, featuring sponsors such as BT, Heineken, Harrogate Spring Water and Dr Oetker.

In addition to annual charity dinners, Elior has previously raised £70,000 through a variety of fundraising activities including sponsored walks, 'Tough Mudder' races, 'The Great Elior Bake Off', marathons and even skydives over the last few years.

Elior commits to training its employees to become "Dementia Friends," training individuals to have a deeper understanding of dementia, giving them the tools to raise awareness.

Elior's CEO Catherine Roe commented: "We're immensely proud of our work to support Alzheimer's Society, and I would like to extend my heartfelt thanks to everyone that has contributed to helping raise these vital funds. It's because of these contributions that we can make a meaningful impact on the lives of those living with dementia."

She continued: "Our annual charity dinner was a huge success. Thank you to everyone who gave so generously, and I look forward to continuing our efforts to support Alzheimer's Society."

"We are extremely thankful for Elior's continued dedication to fundraising for Alzheimer's Society and the enormous contributions made," commented Pippa Holdup, regional fundraiser from Alzheimer's Society. "This was a brilliant event, and the funds raised will help the almost one million people living with dementia in the UK. Alzheimer's Society vows to help end the devastation caused by dementia. If you're worried about dementia, we're here to help. Call our Dementia Support Line on 0333 150 3456 or visit [alzheimers.org.uk](https://www.alzheimers.org.uk)."