

KELLOGG PARTNERS WITH THE NATASHA ALLERGY RESEARCH FOUNDATION TO SUPPORT WORK TO MAKE FOOD ALLERGIES HISTORY

Kellogg is partnering with The Natasha Allergy Research Foundation to support up to three million people and their families in the UK living with food allergies.

The cereal and snacks company is donating towards the research funded by The Natasha Allergy Research Foundation, with the ambition to help eradicate food allergies.

Last year, The Natasha Allergy Research Foundation announced a three-year £2.2m oral immunotherapy trial with 216 children and young people with milk and peanut allergies. The Natasha Clinical Trial aims to prove that everyday foods, taken carefully according to a standardised protocol under medical supervision, can be used to treat people living with food allergies.

Jason Billingham, R&D Senior Director, Kellogg Europe commented: "Millions of people in the UK are living with food allergies and worryingly this is growing. That's why Kellogg is pleased to be working with The Natasha Allergy Research Foundation to support their mission to make allergies history.

"As part of our Better Days promise ESG strategy we are passionate about the role of food for full physical and mental wellbeing and are proud to be a partner of The Natasha Allergy Research Foundation to help change millions of lives for the better. We want people living with food allergies to be able to join in and enjoy all our different cereals with their family, friends, and colleagues at the breakfast table."

Nadim Ednan-Laperouse OBE, Co-founder of The Natasha Allergy Research Foundation, said: "We are delighted that Kellogg is supporting our work with a generous donation to fund research in our mission to make allergy history. We want to deliver game-changing research studies that transform the lives of people and families living with food allergies. Kellogg's support takes us one step closer."

Ends

For more information, please contact the Kellogg's Press Office on 0161 869 5293 or email pressoffice@kellogg.com

Notes To Editor:

About The Natasha Allergy Research Foundation

Natasha Ednan-Laperouse died on 17 July 2016 after consuming a Pret a Manger artichoke, olive and tapenade baguette before boarding a flight at Heathrow airport to Nice with her father Nadim and best friend Bethany. The baguette had sesame seeds baked into the dough, to which Natasha was severely allergic. However, the label did not mention this ingredient. Following her death, Tanya and Nadim set up the charity The Natasha Allergy Research Foundation (www.narf.org.uk) in 2019 to fund vital medical research and raise awareness of food allergies.

Following a successful campaign by Nadim and Tanya, in October 2021 Natasha's Law came into force across the UK. This requires all food retailers to display full ingredient and allergen labelling on every food item made on the premises and pre-packed for direct sale – such as sandwiches, cakes and salads. Last year the charity launched its first Natasha Clinical Trial as part of its mission to Make Allergy History.

The trial is led by researchers at the University of Southampton and University Hospital Southampton NHS Foundation Trust, partnering with Imperial College London (both World Allergy Organisation Centres of Excellence) together with University Hospitals of Leicester NHS Trust, Newcastle University and Sheffield Children's Hospital.

The £2.2 million, three-year oral immunotherapy (OIT) trial aims to show that everyday foods containing peanut or milk, which are taken carefully according to a standardised protocol under medical supervision, can be used as an alternative to expensive pharmaceutical drugs to desensitise patients.

If successful, participants with persistent food allergy will be enabled to live lives where they no longer have to avoid popular foods which might contain small amounts of allergens due to production, and also be able to eat popular foods like cakes, curries and pizza with their friends.