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PRESS RELEASE

**BUSINESS CHIEFS
LAUNCH STRATEGY TO
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TO NHS FRONTLINE**

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- **Ron Dennis CBE joins forces with Tesco, Absolute Taste, Yodel and others to form SalutetheNHS.org**
- **SalutetheNHS.org is gearing up to feed thousands of frontline NHS workers, enabling them to focus on saving lives during the COVID-19 pandemic**
- **Free food deliveries to start on Monday 6th April at the John Radcliffe Hospital in Oxford**
- **The Dennis Foundation is donating £1 million in seed funding and £500,000 in match-funding. The Taylor Family Foundation is first to contribute to the match-fund with £50,000.**

OXFORDSHIRE, 5TH APRIL 2020: One of Britain's best-known businessmen, Ron Dennis CBE, has launched a major not-for-profit initiative to feed thousands of critical NHS workers with high quality meals over the next three months, enabling them to focus on saving lives and fighting COVID-19.

The nutritious and ready to eat meals will be made available free of charge to ICU teams, anaesthetic teams and A&E staff, who are unable to leave their clinical areas during their 12 hour shifts, which is the protocol being adopted by all COVID-19 designated hospitals. This service enables them to stay close to wards at all times without having to change out of protective clothing.

Delivering the initiative, called SalutetheNHS.org, has brought together a group of leading food, logistics, packaging and other specialists, and has mobilised a largescale, professional operation. The goal is to serve 1 million meals to key frontline NHS workers over the next three months, both those working in hospitals and others who are infected and self-isolating at home.

The Dennis family is donating £1 million to seed fund the initiative through their Dreamchasing Foundation, which is a charity, alongside £500,000 in match-funding. The Taylor Family Foundation has been the first to contribute to the match-fund with £50,000. They have been supported by Absolute Taste, one of Britain's largest catering groups with its state-of-the-art kitchen in Bicester, Oxfordshire, while logistic support is being provided by Yodel, the leading parcel delivery service. Tesco will donate all the food and ingredients for the one million meals.

The group is also co-ordinating with NHS Charities Together, the official umbrella organisation for all the NHS charities around the country. Other campaign partners include Team Rubicon UK, the disaster response unit staffed by former British Army volunteers, bespoke packaging company Leeways, law firm Withers, creative consultancy Hunter Design, communications firm Maitland/AMO, and appliance service provider Domestic & General, which is providing a professional and secure process to handle new donations and commitments. These organisations are all working on a pro-bono basis.

SalutetheNHS.org plans to begin delivering the free meals from tomorrow, Monday 6th April, starting at the John Radcliffe Hospital in Oxford. The following week deliveries will start at Great Ormond Street, the London children's hospital, and from there the programme will roll out to Government targeted locations across the country.

The meals will be made using food and ingredients supplied by Tesco and prepared by Absolute Taste, which is lending a significant part of its food production capacity to this effort. The meals will comprise of a series of 'Boost Packs' intended for critical frontline NHS staff to eat either during their shift or to take home at the end of a long day. There are also Home Packs, which will be delivered to vital NHS frontline staff who are infected and self-isolating at home. Example meals include Keralan veggie curry with wholegrain rice and lean beef chilli with veggie rice.

SalutetheNHS.org is now calling for other supporters to donate or make a specific contribution as production grows, and is asking people to call the dedicated hotline on 0800 497 0797 or to visit the campaign's [Just Giving page](#).

Ron Dennis CBE, co-founder of SalutetheNHS.org, said: "This is a time when all of us, individuals and businesses alike, need to stand up and be counted in the effort to combat COVID-19. We're all in this together. I am delighted to be leading this initiative to help ensure that vital NHS workers have nutritious meals while they work every hour in this fight. It means they have one less thing to worry about. We have called this SalutetheNHS.org because I think we are all in awe of the work they are doing to save lives.

"I would like to thank Tesco, Absolute Taste, Yodel, Leeways, Domestic & General, Team Rubicon, Hunter Design, Withers and Maitland/AMO, for the enormous support they are giving. This is a huge logistical effort to build a major, professional food delivery operation almost from scratch in a week. I have been so impressed by the fantastic things we have achieved together so far, but we need support from others, as well as ongoing donations to keep this whole operation going."

Dave Lewis, CEO of Tesco Group, said: "Ensuring families have access to the shopping essentials they need, safely, has been our priority over the last few weeks, and so we're pleased to now be able to help front line NHS workers by donating food and ingredients to provide them with one million meals through SalutetheNHS.org. Covid-19 has reminded the country of the critical role of essential workers, and on behalf of Tesco colleagues, we would like to sincerely thank NHS staff for all they are doing."

Nigel Harris, owner of Absolute Taste and co-founder of SalutetheNHS.org, said: "Scientists will find the vaccine for Covid-19, I have no doubt. The frontline NHS medical teams need to treat their patients, and to do that they need medicines, beds, ventilators, PPE, and they themselves need what every human needs to function: water, sleep, support and food. That's where we can help in the war against Covid-19. We can make sure they get quality, nutritious and balanced food over a sustained period. So they can do what they do. This is what SalutetheNHS.org has been set up to do."

Mike Hancox, Chief Executive at Yodel said: "We're doing everything we can to keep the country moving during this unprecedented time and our colleagues across the business feel honoured to be able to support such a worthy cause. We are tremendously grateful for everything that the NHS is doing, and it is a privilege to be able to support workers. Producing and distributing meals to the NHS frontline will require careful planning and a collaborative effort from all the partners involved, and we're confident we have the right team in place to do it."

Ellie Orton, Chief Executive of NHS Charities Together said: "Fuelling our NHS staff with nutritious, practical and tasty food packs during the COVID-19 crisis is of utmost importance. NHS staff and volunteers are doing an amazing job on the frontline working day and night in the face of this virus. These NHS heroes prioritise their valued patients, therefore it is so important that we support these esteemed professionals as they are combating the Covid-19 pandemic. NHS Charities Together is pleased to work with Ron, Nigel, and the other teams, to support and endorse SalutetheNHS.org. It is

our joint aim to prioritise the well-being of our NHS workforce in their mission to give the very best care to patients and victory over COVID-19. We thank them for this highly dedicated and organised solution and we particularly love the thank you notes in each food pack demonstrating to NHS staff how grateful we all are.”

ENDS

NOTES TO EDITORS:

- More information can be found at www.salutetheNHS.org
- Organisations can volunteer extra support by emailing us on icanhelp@salutetheNHS.org
- Donations can be made via our [Just Giving](#) page or by calling 0800 497 0797

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ABOUT THE CONSORTIUM:

Dreamchasing Foundation

Dreamchasing is a family charity formed and funded by Ron Dennis in 2007. Along with the active involvement of his three children and fellow trustees, it aims to help young people to achieve their aspirations. The Foundation’s philosophy is for them to subsequently become inspirational role models for others through their resulting achievements and successes. The directors provide guidance and funding for educational and entrepreneurial proposals for young people who could not otherwise achieve their dreams.

Charitable donations made to date totalling £5.945 million have taken the form of grants for education, research or vocational training (normally in the fields of art, music, science or technology) or for broader humanitarian purposes. Where possible, Dreamchasing seeks to leverage grants by encouraging matched funding for its contributions.

Tesco

As a leading retailer, with 450,000 colleagues, we serve millions of customers every week, in our stores and online.

Absolute Taste

Run by Nigel Harris, Absolute Taste is a global catering business based in Oxfordshire, providing event catering to many of the worlds’ most prestigious events – from sports and music to corporate meetings and venues – Absolute Taste produces quality, tasty, innovative and ‘current’ Food.

From their Bicester head office and kitchens, the business is run by real ‘foodies’ for a global hospitality industry. Complemented with a dedicated team of 2,000 delivery experts who make it happen, all this

is done with the knowledge that, taste, food hygiene, and safety has to be absolutely at the heart of every event.

Yodel

UK independent parcel carrier, Yodel, handles over 150 million parcels every year and has a relationship with 85 per cent of the UK's top retailers. The company is headquartered in Hatfield and has over 50 locations across the UK, including three central sorts and over 47 service centres.

Drop & Collect (trading as CollectPlus) is a wholly owned subsidiary of Yodel, and is the UK's largest independent store-based parcel delivery and returns service. With over 7,000 parcel points across the UK, it offers a simple and convenient way for shoppers to collect their online purchases and return unwanted items.

Through its sister company, Arrow XL, Yodel can also offer a two-man service for white goods and large items up to 120kg. To find out more visit www.yodel.co.uk

Leeways

Established in 1971, Leeways has grown to become one of the leading suppliers of thermoformed packaging solutions in the UK.

NHS Charities Together

NHS Charities Together is the umbrella organisation that represents, supports and champions the NHS' official charities, and is the official charity partner of NHS England. NHS charities are the legal way that the NHS receives, holds and spends charitable funds. There are 230 NHS charities in the country dedicated to supporting NHS hospitals, ambulance trusts, community and mental health services. Collectively, NHS charities give £1million every day to the NHS to improve patient care and experience.

Team Rubicon

We can't stop hurricanes, floods or earthquakes. But we can make sure we're ready for them. Team Rubicon's chiefly ex-military volunteers earned their spurs in hostile, character-testing environments. Today, they deliver life-saving aid, at home or abroad. Every "Greyshirt" volunteer, whether a veteran or civilian, brings grit, determination and hard-won experience to our humanitarian mission. We're one team with a bias for action, creating order in the wake of destruction.

Domestic & General

Established over 100 years ago, D&G is a leading large scale, high service provider of subscription-based appliance care for the home. We give our customers peace of mind and remove hassle by repairing or replacing appliances when they develop a fault. With over 2,500 employees operating from four offices across the UK, D&G cares for approximately 23 million appliances providing support to approximately 16 million people globally. In addition to the UK, D&G operates across 10 other markets including Spain, Germany, France, Portugal, Italy and Australia. Find out more here: www.domesticandgeneral.com

Withers

Withers is an international law firm dedicated to entrepreneurs, successful people and their businesses. With over 160 partners and more than 450 other lawyers, we have unparalleled expertise in commercial, tax, trusts, estate planning, financial services, litigation and arbitration, real estate, charities, philanthropy, employment, family law and other legal issues facing individuals and their families. The firm has advised 63% of the top 100 UK Sunday Times Rich List, 25% of the Forbes 400 List, 35% of the Hong Kong Forbes Rich List, and 35% of Forbes Asia's Richest Families list.

Withers has 17 offices worldwide in London, New York, New Haven, Greenwich (Connecticut), San Francisco, San Diego, Los Angeles, Rancho Santa Fe, Hong Kong, Singapore, Sydney, Tokyo, the British Virgin Islands, Geneva, Milan, Padua and Cambridge. For more, visit withersworldwide.com

Hunter Design

Hunter Design is a strategic brand and creative consultancy based in Windsor, UK. Its stated goal is to help companies solve challenging ‘exam questions’ and provide strategic creative solutions to these questions. Find out more at www.hunter-design.co.uk.

Maitland/AMO

Maitland/AMO is a leading financial, corporate & political communications consultancy. We are trusted to provide communications advice to some of the finest organisations in the world. We are experts in the workings of financial markets, media, governments and regulators. Our ability to influence outcomes is based on decades of experience at the highest level. Our discretion is assured.