

19th April 2021

Dear Professor Fox,

Thank you for the recent letter which we received on 15th April 2021 from you and your colleagues from the BSACI Food Allergy Specialist Group, the BSACI Paediatric Committee, Food Allergy Specialist Group of the BDA, the Chair of the BDA, BSCAI President Elect, Allergy UK and the Anaphylaxis Campaign.

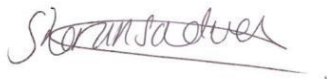
In response to the two letters we have received, the two recent meetings (on 17th and 31st of March 2021) and taking into account all your collective concerns, we have decided to suspend the launch of SpoonfulOne™ in the UK with immediate effect and close down the website. This follows on from our immediate response of stopping all consumer promotional activity since receiving your first letter in February 2021.

We have greatly appreciated and welcomed your feedback and would like to continue to engage with you and other experts from the organisations you represent going forward.

We understand that you plan to update your membership on recent events. We hope you appreciate our most recent decision to suspend the launch of SpoonfulOne™ in the UK and we would be grateful if you could reflect this in a positive light when you update your members.

We look forward to engaging further with you on Paediatric Food Allergy and will reach out to you separately in the coming weeks to discuss this engagement.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "Sharan Saduera". The signature is written in a cursive style and is underlined.

Sharan Saduera
Head of UK Medical Affairs