

Creative Nature launches savoury snack on Virgin Atlantic



Julianne Ponan, CEO of Creative Nature, with the new savoury snack

[Creative Nature](#) has announced the launch of its first-ever savoury free-from product onboard [Virgin Atlantic](#) flights. Beginning immediately and running through April 2024, passengers on Virgin Atlantic can enjoy Sizzling BBQ Light and Crispy Thins, an allergen-friendly snack option in the sky.

Premium and Business passengers on every Virgin Atlantic flight will have the chance to purchase Creative Nature's Sizzling BBQ Light and Crispy Thins, alongside their Blueberry Bar. This snack bar was Creative Nature's first entrance into the airline industry in 2022, when it was included in Virgin Atlantic's Wander Wall.

"We are thrilled that we have developed this new product which is delicious and safe for those who have allergies - and then to be able to introduce it exclusively in partnership with the team at Virgin Atlantic is amazing. We hope all passengers enjoy it," said Julianne Ponan MBE, Nutrition and food entrepreneur and CEO of Creative Nature.

Creative Nature caters to individuals with food allergies and intolerances; Julianne has severe and complex allergies and anaphylaxis which came to light when she was young. She has frequently found flying stressful because of the food offerings onboard, the press release said. This collaboration with Virgin Atlantic aims to improve inclusivity for people who have allergies.

"At Virgin Atlantic, we're always looking to create memorable moments onboard through our inclusive food and beverage offering. We are proud of our partnerships with brands such as Creative Nature who pave the way in allergen awareness, whilst providing a tasty range of top 14 allergen-free products. We're thrilled to feature Creative Nature in our Upper Class and Premium snack ranges," said Sophie Uys, Inflight Services Food and Beverage Manager at Virgin Atlantic.