# Ella Mills embraces her ‘nepo baby’ label while championing accessible plant-based wellness



Ella Mills, the visionary behind the popular food brand Deliciously Ella, has acknowledged the inevitable labels that come with her familial lineage, particularly the term "nepo baby." As the great-granddaughter of Lord Alan John Sainsbury from the renowned supermarket family, Mills was acutely aware that her background would lead to speculation about her success. In an interview with Good Housekeeping UK, she stated, "I passionately wanted to do Deliciously Ella on my own. Of course, it didn’t take journalists long to link the dots." This acknowledgment reflects a complex interplay between her heritage and her own entrepreneurial journey, underlining her belief that hard work and passion truly propelled her brand rather than mere lineage.

Mills has carved a niche in the food industry, promoting a plant-based diet that has resonated with millions, evidenced by the sale of 100 million products. Yet, she faces ongoing challenges tied to her early association with the controversial "clean eating" movement. While the concept aimed to encourage minimally processed foods, it was also met with pushback, especially from prominent figures like Nigella Lawson, who critiqued clean eating for implying that other eating habits were inferior. Mills herself has distanced from the term, noting in 2016 that "I would never use the word ‘clean’." Reflecting on the backlash she faced, she observed that it was often more media-driven than from social platforms, acknowledging, “I don’t have it as bad as some people who’ve been trolled,” while also accepting the public scrutiny that comes with her platform.

In exploring the broader implications of the wellness industry, Mills expressed her concerns that as collective health issues mount, the wellness sector simultaneously grows more convoluted. “As our collective health gets worse,” she remarked, “the wellness industry gets bigger, noisier, more confusing and more niche.” Mills advocates for a natural diet rooted in evidence and affordability, criticising the industry's tendency to promote expensive products and elaborate rituals. Her personal health journey, marked by a diagnosis of postural orthostatic tachycardia syndrome (POTS) in 2011, prompted a significant dietary shift that allowed her to discontinue long-term medication. Mills credits her new plant-based lifestyle for transformative health improvements, stating, “In less than two years I was off all the medication I should have been on for life.”

As Mills navigates her entrepreneurial journey, she also prepares for significant personal changes, including the impending arrival of her first child. In discussions with sources, she articulates her aspirations for balancing motherhood with her thriving business, indicating a desire for flexible maternity leave arrangements alongside her husband, Matthew Mills. Together, they manage Deliciously Ella, with Matthew serving as CEO while Ella focuses on creative direction. Mills envisions a supportive work environment, even considering setting up a creche for staff, underscoring her commitment to fostering a family-friendly workplace within the context of an industry that often demands considerable time and energy.

Through her evolving personal and professional landscape, Ella Mills continues to influence the narrative around plant-based diets while aiming to make wellness more inclusive. Her journey illustrates not only the potential for individual agency versus inherited privilege but also the intricate dynamics of health, success, and community in the contemporary wellness discourse.

## Reference Map:

* Paragraph 1 – [[1]](https://www.irishnews.com/entertainment/ella-mills-knew-she-would-be-deemed-a-nepo-baby-when-creating-deliciously-ella-OLHIFOXOMFMIHAXONG7J3RTJAY/), [[2]](https://www.irishnews.com/entertainment/ella-mills-knew-she-would-be-deemed-a-nepo-baby-when-creating-deliciously-ella-OLHIFOXOMFMIHAXONG7J3RTJAY/)
* Paragraph 2 – [[1]](https://www.irishnews.com/entertainment/ella-mills-knew-she-would-be-deemed-a-nepo-baby-when-creating-deliciously-ella-OLHIFOXOMFMIHAXONG7J3RTJAY/), [[2]](https://www.irishnews.com/entertainment/ella-mills-knew-she-would-be-deemed-a-nepo-baby-when-creating-deliciously-ella-OLHIFOXOMFMIHAXONG7J3RTJAY/)
* Paragraph 3 – [[2]](https://www.irishnews.com/entertainment/ella-mills-knew-she-would-be-deemed-a-nepo-baby-when-creating-deliciously-ella-OLHIFOXOMFMIHAXONG7J3RTJAY/), [[3]](https://www.standard.co.uk/going-out/foodanddrink/deliciously-ella-matthew-mills-interview-a4077941.html)
* Paragraph 4 – [[3]](https://www.standard.co.uk/going-out/foodanddrink/deliciously-ella-matthew-mills-interview-a4077941.html), [[4]](https://www.sundaypost.com/fp/bean-chilli-and-babies-at-home-with-cookbook-queen-ella/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.irishnews.com/entertainment/ella-mills-knew-she-would-be-deemed-a-nepo-baby-when-creating-deliciously-ella-OLHIFOXOMFMIHAXONG7J3RTJAY/> - Please view link - unable to able to access data
2. <https://www.irishnews.com/entertainment/ella-mills-knew-she-would-be-deemed-a-nepo-baby-when-creating-deliciously-ella-OLHIFOXOMFMIHAXONG7J3RTJAY/> - Ella Mills, known for her plant-based cookery books, acknowledged that her familial ties to the Sainsbury's supermarket family led some to label her a 'nepo baby' when she launched her brand, Deliciously Ella. Despite this, she emphasised that her success was due to her own efforts, stating that selling 100 million products couldn't be attributed solely to her family's past business decisions. Mills also expressed a desire to forge her own path, inspired by her great-grandfather's legacy. She discussed the challenges of being associated with the 'clean eating' movement and the media backlash she faced for her gluten, meat, and dairy-free recipes. Mills highlighted the importance of promoting a natural, plant-based diet and expressed concerns about the wellness industry's focus on expensive products and elaborate routines. She shared her personal experience of being diagnosed with postural orthostatic tachycardia syndrome (POTS) in 2011 and how changing her diet led to significant health improvements, allowing her to discontinue long-term medication.
3. <https://www.standard.co.uk/going-out/foodanddrink/deliciously-ella-matthew-mills-interview-a4077941.html> - In an interview with the Evening Standard, Ella Mills, known as Deliciously Ella, discussed her pregnancy and plans for balancing parenthood with her plant-based food business. She and her husband, Matthew Mills, are expecting their first child and are considering flexible maternity leave arrangements. The couple, both children of prominent politicians, manage their business together, with Matthew serving as CEO and Ella handling the creative side. They are also contemplating setting up a creche for their staff's children. The interview provides insights into their personal and professional lives as they prepare for parenthood.
4. <https://www.sundaypost.com/fp/bean-chilli-and-babies-at-home-with-cookbook-queen-ella/> - In an interview with The Sunday Post, Ella Mills, known as Deliciously Ella, discussed her approach to wellness and healthy eating. She expressed a desire to make healthy eating feel less alienating by focusing on simple, easy-to-make meals. Mills also shared insights into her family life, mentioning her daughter Skye and her husband Matthew. The interview highlights her commitment to promoting a plant-based lifestyle and her efforts to make wellness more accessible to a wider audience.
5. <https://www.standard.co.uk/going-out/foodanddrink/deliciously-ella-matthew-mills-interview-a4077941.html> - In an interview with the Evening Standard, Ella Mills, known as Deliciously Ella, discussed her pregnancy and plans for balancing parenthood with her plant-based food business. She and her husband, Matthew Mills, are expecting their first child and are considering flexible maternity leave arrangements. The couple, both children of prominent politicians, manage their business together, with Matthew serving as CEO and Ella handling the creative side. They are also contemplating setting up a creche for their staff's children. The interview provides insights into their personal and professional lives as they prepare for parenthood.
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