

Food and Beverages

From well-established conglomerates to niche startups, we live and breathe (or rather, eat and drink) this space.

The world of food and beverage is an exceptionally complex landscape of legislative concerns and regulatory guardrails. Our Food and Beverage team has honed its know-how alongside some of the most transformational brands in this space for more than 40 years.

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We advise the world's top food and beverage producers, manufacturers, and retailers, as well as startups, trade associations, and nonprofits. Every single stage of the production and distribution cycle has unique impacts on the business strategies of our clients – and that's precisely where we thrive.

Representative experience

Providing ongoing FSMA counsel and updates to multiple food and beverage clients, including companies large and small, industry trade associations, and foreign manufacturers.

Contacts

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Practices

Food Law

Industries

Consumer

Reviewing food safety plans, helping companies develop supply chain programs, updating inspection and recall manuals, and developing tools such as self-assessments and checklists to assist in implementation.

Advising leading U.S.-based food and beverage manufacturers on developing Asia IP strategies, including dealing with oppositions, cancellations, and enforcement actions in China and 15 other countries in Asia.

Advising a global food manufacturer on distribution structures in Europe, competition law, trading arrangements, disputes with distributors/retailers, and the application of the Commercial Agents Directive.

Advising an international dairy company on building its employment framework in China.

Advising a fruit and soft drinks manufacturer on global regulatory compliance issues such as product labeling, health claims, novel food authorization, and advice on distribution and co-packing arrangements.

Advising an alcohol beverage manufacturer on a wide range of competition law issues regarding its distribution network in Italy.

Representing one of the largest global nutritional food and beverage companies in connection with new product clearance/freedom-to-operate analyses, litigation counseling, and strategic licensing advice.

Advising Asahi on its £250 million acquisition of the premium beer business of Fuller, Smith & Turner.

Advising a global food and feed manufacturer on product compliance, labeling, and packaging together with its commercial arrangements governing product manufacture, warehousing, distribution, and licensing.

Latest thinking and events

News

OMB releases Spring 2024 Unified Agenda of Regulatory Actions

News

What the U.S. Supreme Court decision overruling Chevron means for food companies

News

USDA announces fair and competitive livestock and poultry markets proposed rule

News

USDA releases proposed rule on poultry grower payment systems and capital improvement systems

Insights and Analysis

Takeaways from the extended producer responsibility session at PCPC Legal & Regulatory Conference

Hogan Lovells Events

A Seat at the Table: FSMA Compliance and FDA Inspections Update