

Andrea Bruce

Senior Counsel

Washington, D.C.

Biography

Andrea Bruce has spent her career advising the country's food & beverage manufacturers and the trade associations that represent them.

Immediately prior to joining the firm, Andrea spent over 17 years in-house at Kraft Foods, PepsiCo, and The Hershey Company, handling the full suite of food regulatory issues facing food companies in the U.S. including product labeling, claims substantiation, FSMA and Proposition 65 compliance, product recalls, ingredient safety, and federal and state food facility inspections. Drawing on lessons learned in-house, Andrea brings a pragmatic orientation to her practice, always striving for actionable solutions to problems that mesh well with existing business practices.

With nearly 30 years counseling clients in the industry, Andrea has a strong interest in the policy issues at stake in how the government regulates food and, in particular, its implications for the relationship among diet, health and the environment. She has served as a seasoned member of crisis management and recall teams, with significant experience helping clients navigate the regulatory and communications challenges posed by food safety incidents and recalls.

Andrea has also led food regulatory due diligence and post-close integration activities for multiple acquisitions. She gained general transactional experience as a member of an in-house M&A team that closed three acquisitions in 2021.



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Practices

Food Law

Industries

Consumer

Areas of focus

Food Compliance and Enforcement

Food and Beverages

Food Legislation and Regulatory
Policy Development

Food Advertising and Regulation

Food Recalls

Education and admissions

Andrea began her legal career at Hogan & Hartson, advancing from associate to partner in the Food Law group. Andrea earned her JD degree from the Berkeley School of Law. In her spare time, nothing makes her happier than getting her hands dirty in her beloved flower beds.

Latest thinking and events

- Hogan Lovells Events
 - SNAC Legal Forum
- News
 - FDA Releases Revised Appendix 1 and Introduction to Hazard Analysis and Preventive Controls Draft Guidance
- News
 - Food Law Preview - Key issues affecting the food industry in 2024
- Hogan Lovells Events
 - A Seat at the Table: Food Law 2024 Preview
- News
 - California's Attorney General Issues Enforcement Advisory Letter Regarding PFAS in Food Packaging
- News
 - FDA Invites Comment on Petition Seeking to Repeal Color Additive Listing for Titanium Dioxide in Food

Education

Juris Doctor, University of California, Berkeley School of Law, Order of the Coif, 1992

Bachelor of Arts, Johns Hopkins University

Bar admissions and qualifications

California

District of Columbia
