

Veronica Colas

Counsel

Washington, D.C.

Biography

Veronica Colas counsels clients on the regulations and policy issues affecting food companies from farm to table.

Using her keen awareness of today's class action litigation environment, Veronica helps develop new products, label claims, and advertising materials. She has a deep understanding of both current and forthcoming food labeling and production requirements ranging from nutrition and menu labeling, to the regulatory issues surrounding bioengineered foods and organic food production.

Veronica provides clear advice and practical solutions for compliance with labeling, advertising, and safety regulations from the Food and Drug Administration (FDA), U.S. Department of Agriculture, and Consumer Product Safety Commission. She has significant experience in helping clients navigate regulatory enforcement challenges, such as recalls, Warning Letters, import detentions, and investigations by the Federal Trade Commission. Veronica works closely with trade associations and food companies to craft comments and develop strategies in response to public policy issues such as agency rulemaking and nutrition policy. She represents all segments of the food industry, including manufacturers, retailers, restaurants, and food service companies.

She is a regular speaker and contributor to industry publications, including providing training sessions to corporate clients on Food Law 101, food labeling and



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Practices

Food Law

Administrative and Public Law

Products Law

Industries

Consumer

Areas of focus

Food Advertising and Regulation

Food Compliance and Enforcement

Product Development and Approval

Food Legislation and Regulatory
Policy Development

Food Recalls

marketing, and claim substantiation.

Representative experience

Developed comments on every labeling and nutrition-related issue in the last two administrations

Advocacy with FDA and the White House Office of Management and Budget, resulting in the agency establishing a different labeled serving size for a food category than originally proposed

Crafted successful requests for FDA enforcement discretion related to new nutrition labeling rules and removal of partially hydrogenated oils (PHOs) from the food supply

Advocacy with Alcohol and Tobacco Tax and Trade Bureau (TTB) leadership on alcohol beverage labeling modernization, resulting in increased flexibility in final rule

Developed strategy for meeting with FDA on labeling and marketing campaigns related to novel technologies

Negotiated private settlements to threatened litigation over food labeling claims

Advise on labeling changes to mitigate class action litigation risk

Addressed to FDA's satisfaction potential safety concerns about a caffeinated supplement

Awards and rankings

- Food & Beverages: Regulatory & Litigation, Associates to watch (Nationwide), Associates to watch, *Chambers USA*, 2019-2022
- Food & Drugs (Washington, D.C.), Rising Star, *Super*

Consumer Product Safety
Regulation

Retail and Consumer Goods

Medical Foods and Dietary
Supplements

Education and admissions

Education

J.D., University of Virginia School of Law, 2011

B.A., Georgetown University, magna cum laude, 2008

Bar admissions and qualifications

District of Columbia

Virginia (inactive)

Accolades

"She is smart, knows the area well, always responds promptly and is attuned to commercial considerations when providing guidance."

Chambers USA 2021

Lawyers, 2016-2020

- Pro Bono Attorney of the Month, *Kids in Need of Defense (KIND)*, August 2012

Latest thinking and events

- 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
 - OMB releases Fall 2023 Unified Agenda of Regulatory Actions
- Hogan Lovells Events
 - A Seat at the Table: State laws run amok! Managing food regulatory chaos at the state level
- News
 - USDA finalizes updates to List of Bioengineered Foods
- News
 - FTC warns trade associations and influencers on compliance with Endorsement Guides