

## Food and Beverages

The food and beverage team at Hogan Lovells represents some of the largest names in the industry.

We anticipate the developments that may have an impact on your operations and are at the forefront of these issues. The rise of global consumer markets. Increased regulation in labeling and processing. Effective promotion. Supply-chain complexity. Production, packaging, and new ingredient approvals. Distribution and retailing. Recalls and health, safety, and environmental concerns. We are with you each step of the way.

We give practical and creative advice on a national and global level. Our teams can help you create an active compliance culture, expand your product offerings, and find creative solutions to regulatory requirements so that you are strategically positioned for the future.

### Representative experience

Advised a dairy company on the launch of an innovative milk product, including product labelling, launch advertising campaigns, and website copy.

Advised a fruit juice manufacturer on compliance with the EU Nutrition and Health Claims Regulation.

Advised a global manufacturer on the interpretation and impact of the new EU Food Information to Consumers Regulation.

Advised Moët Hennessy on UK allergen labelling requirements

### Contacts

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### Practices

Food Law

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### Industries

Consumer

in the context of managing a potential issue with the Foods Standards Agency.

## Latest thinking and events

### Sponsorships and Speaking Engagements

Consumer Brands Association Legal Forum 2020

### Hogan Lovells Publications

FDA releases third and final installment of draft guidance for FSMA intentional adulteration rule

### Hogan Lovells Publications

Doing Business in the UK: Consumer Sector 2020

### Hogan Lovells Publications

Doing business – Consumer sector

### Hogan Lovells Publications

Business integrity for consumer companies

### Hogan Lovells Publications

AMS Releases Draft Instructions on Testing Methods for the National Bioengineered Food Disclosure Standard