

# Bird & Bird Food & Beverage



*Bird & Bird's international Retail & Consumer group works with a wide range of food & beverage organisations, including some of the world's best known brands as well as start-up businesses.*

## Industry experts

Many of our food & beverage lawyers have worked in-house, and therefore have an in-depth understanding of the key opportunities and challenges in the sector. They write and lecture widely on key legal and regulatory issues impacting the sector, and several are involved in advising legislators on how best to deal with these issues.

We work with our clients to ensure they are maximising the opportunities and reducing the risks inherent in current industry trends, such as the impact of technology and innovation, globalisation, shifting consumer purchasing patterns, the power of consumer data and the importance of maintaining brand reputation.

## A one-stop-shop for food & beverage businesses

We provide our clients with strategically appropriate solutions to help guide them through all stages of the product and brand lifecycle.

As an international full service law firm, Bird & Bird acts as a one-stop-shop for all of our food & beverage clients' legal needs, including.

- Anti-trust and competition
- Consumer law, including advertising, marketing and promotions
- Corporate, including M&A and shareholder-related advice
- Dispute resolution and avoidance, including international litigation and arbitration
- Technology, e-commerce and m-commerce advice
- Domestic and global brand management
- Franchising, licensing, distribution, agency, wholesale, concessions and multi-channel strategies
- HR, employment and benefit services
- Intellectual property, including brand protection, patent and design protection
- Information and cyber security
- Privacy & data protection
- Real estate
- Tax, transfer pricing & shareholder tax planning



## Our experience



### *A snapshot of our experience working with food & beverage clients*

- Advising on a range of financing deals, as well as reorganisations, joint ventures and acquisitions
- Implementing the corporate structure of international restaurant chains
- Advising on domestic and international distribution and franchising strategies
- Advising on brewing and bottling agreements
- Assisting in obtaining regulatory approvals for new products, liaising with national regulators and agencies, including the European Food Safety Authority
- Advising on regulatory requirements in respect of labelling and packaging rules
- Advising on IP matters, including trade mark and copyright issues
- Advising on enforcement issues, including in "lookalike" litigation
- Advising on brand expansion strategies
- Updating online terms and conditions, privacy policies and cookie notices across multiple jurisdictions
- Advising on terms of competitions and sponsorship matters
- Advising on post-employment competition and trade secret issues
- Advising on new market entry and development

We work with clients across the food & beverage sector from 'field to fork', including agro-science and bio-tech companies, processors, manufacturers, supply chain logistics companies and distributors, through to supermarkets, restaurants, cafes and bars.

We advise our food & beverage clients on a full range of issues, from research and development; production, processing and brewing; packaging, bottling and labelling; through to employee issues; advertising and marketing; international expansion; brand diversification; supply chain, logistics and distribution; the use and impact of technology; labelling and regulatory compliance; and dispute resolution and avoidance.

*"They give clear explanations of the procedure and have wide cross-border capabilities...They're all excellent lawyers and great drafters; thorough but concise."*

Chambers UK 2016, Retail

## Get in touch

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