

Bird & Bird Food & Beverage Regulatory

Supporting businesses through regulatory change



Experts in the food & beverage sector

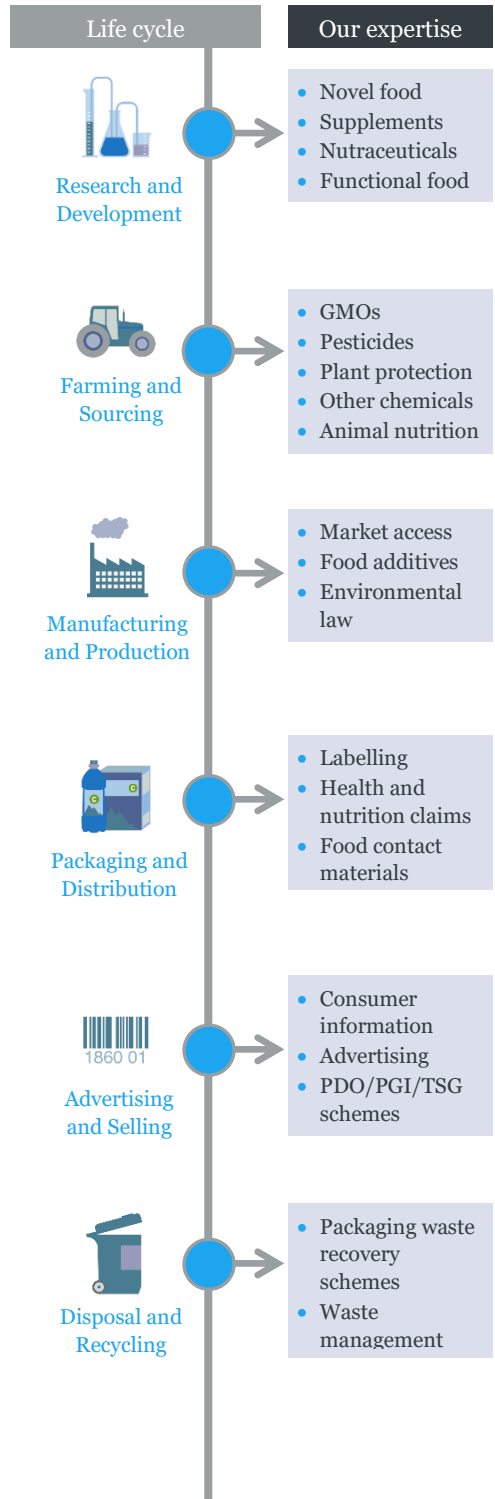
We work with clients across the food & beverage sector from 'field to fork', including agro-science and bio-tech companies, processors, manufacturers, supply chain logistics companies and distributors, through to supermarkets, restaurants, cafes and bars.

Regulatory advice at each stage of the product life cycle

Our Regulatory team boasts some of the world's leading regulatory lawyers, many of whom have long-standing relationships with European and national regulators and a superb network in political, economic and management circles.

Our expertise and advice covers all phases of the product life cycle. In terms of food production, we advise on regulation relating to ingredients sourced from parts of the world different from those where the product is manufactured and consumed. We also advise on regulatory requirements in respect of labelling and packaging rules, as well as advertising, commercial contracts and litigation.

We work with our clients to develop strategies for resolving regulatory changes, manage your relationships with regulators and, where possible, help you to achieve regulatory clarification from national, regional or local governments. As these are increasingly cross-border in nature, our international network of practitioners advise on all regulatory issues faced by the industry across Europe, Asia and the Middle East.



Key areas of advice

We provide regulatory support and advice in the following key areas:



Feed and Farming

- Agriculture chemicals
- GMOs
- Animal nutrition



Food Contact Materials

- Regulations relating to manufacturing, labelling, safety, traceability and certificates of compliance
- Regulatory compliance of new components



Food Supplements

- Obtaining regulatory approval
- Labelling requirements
- Pharmaceuticals
- Classification of borderline products that may be considered cosmetics/food/dietary supplements



Novel Food

- Market-entry requirements
- Qualification of products as novel food
- Negotiation with regulatory bodies



Labelling and Claims

- Advertising and promotion in view of consumer protection legislation and business ethics codes
- New product launch, including marketing strategy
- Health and nutrition claims
- Lawful food additives
- Country of origin labelling requirements
- Pre-packaged food labelling advice



Food Safety

- Food recalls and product safety
- Representation in enforcement proceedings before regulatory authorities and in the courts

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