

Food, Beverage and Restaurant Practices and Industries

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Food, beverage and restaurant companies must be flexible and adapt to an evolving business and regulatory climate to successfully manage the intricacies of producing and marketing products globally. Haynes and Boone lawyers understand the variety of legal issues that food, beverage and restaurant companies face on a daily basis – whether related to strategic growth or getting the marketing claims just right. We help our clients not only achieve their strategic business goals and grow their brands and company, but also educate them on minimizing risk and provide sophisticated advice when regulatory, safety, or supply chain issues arise. Clients hire us as a partner to help them successfully navigate challenges, and we bring an experienced, diverse, and dynamic team that is tailored to fit each client and matter. We serve our clients in the following areas:

- Mergers and acquisitions
- Strategic growth and investments
- Advertising and promotions
- Labeling
- Procurement and supply chain management
- FDA and USDA Regulatory Compliance
- Trademarks and brand management
- Contests, sweepstakes and giveaways
- Product distribution
- Franchising and licensing
- Real estate

Our lawyers have significant experience in advising leading brands, including serving as in-house counsel at these companies, allowing us to view commercial issues, challenges and strategies from multiple (and practical) perspectives. We use this knowledge to advise clients on best practices locally, nationally and internationally. Our clients range in size and complexity from start-ups and

specialty shops, to multinational and international corporations and franchise systems. We also advise vendors, suppliers, producers, distributors and private equity firms on the constantly evolving food and beverage landscape.

The types of clients we serve include:

- Restaurant chains
- Consumer packaged goods companies
- Grocery retailers
- Contract manufacturers
- Packagers and distributors
- Brokers and wholesalers
- Processors
- Produce marketers and growers
- Dietary supplement producers and marketers