



SUZANNE TRIGG

Partner

suzie.trigg@haynesboone.com

PRACTICES: Procurement and Supply Chain Management, Food, Beverage and Restaurant, Advertising, Marketing, and Promotional Law, FDA Regulatory and Compliance, Life Sciences, Healthcare and Life Sciences, Franchise and Distribution;

INDUSTRIES: Government and Public Policy, Government Relations, Retail; **TRENDING ISSUES:** Coronavirus COVID-19, USMCA

DALLAS

2323 VICTORY AVENUE
SUITE 700
DALLAS, TX 75219
T +1 214.651.5098
F +1 214.200.0684

AUSTIN

600 CONGRESS AVENUE
SUITE 1300
AUSTIN, TX 78701

EDUCATION AND CLERKSHIPS

- J.D., University of Texas School of Law, 2006, *with honors, Texas Environmental Law Journal*
- B.S., Animal Science, Texas A&M University, 2003
- The Honorable Brian L. Owsley, U.S. Magistrate Judge for the Southern District of Texas
- Institute for Food Laws and Regulations, Michigan State University

ADMISSIONS

- Texas

Suzie Trigg guides companies through FDA regulatory matters, high-stakes supply chain transactions, and strategic growth. She helps retailers, restaurant chains, and consumer products companies negotiate and document transactions and make well-informed decisions to address their complex FDA regulatory requirements. She is the co-chair of the Firm's Food, Beverage and Restaurant Practice Group.

Suzie is a go-to lawyer for companies tackling critical supply chain challenges, having been lead outside counsel for, among others, a 7,500+ store retailer negotiating supply chain agreements for transactions valued at more than \$25 billion over five years. Her recent work also includes:

- Facilitating investigations and analyses of high-stakes food safety and other product concerns, including both preventive gap analyses and analyzing specific events to determine FDA regulatory obligations and to chart a long-term course of action to correct and prevent re-occurrence of the potential concerns
- Preparing and implementing supplier standards and supply chain agreements for multiple global restaurant chains
- Developing and negotiating commercial agreements and quality agreements for the manufacture, supply, and distribution of both branded and private label foods, cosmetics, dietary supplements, and over-the-counter drugs

Suzie helps companies lawfully market their products by reviewing the use of specific ingredients and by reviewing product claims made on labels or in advertising. Her experience in this area includes foods, dietary supplements, cosmetics, personal care products, and over-the-counter drugs. She frequently provides advice and guidance on strategies intended to reduce the risk of a demand, class action, or regulatory enforcement.

While much of her work focuses on designing strategies to minimize risk and avoid costly delays or setbacks, Suzie also helps companies thoroughly and efficiently address obstacles, such as potential FDA enforcement actions and potential product recalls.

Given Suzie's experience, she often leads due diligence of FDA regulated companies in connection with a potential merger or acquisition and addresses issues critical to deal closure. Suzie has also conducted due diligence for potential underwriters of securities offerings by emerging FDA regulated companies.

Suzie is actively involved in the Food and Drug Law Institute (FDLI) and is a frequent author and speaker on regulatory issues related to the food industry. Suzie currently serves on FDLI's Enforcement, Litigation and Compliance Conference Planning Committee. In 2019, Suzie served as the Chair of FDLI's Food Advertising and Litigation Planning Conference Committee and served on such Committee in 2017-18. She previously served on FDLI's Food and Dietary Supplements Committee and FDLI's Writing Awards Committee.

Suzie has been selected for inclusion in *Texas Super Lawyers Rising Stars*, Thomson Reuters, in Food and Drug Law for five years, has been recognized in *D Magazine's* "Best Lawyers in Dallas," *D Magazine Partners*, in 2018 and 2020, and was previously selected as Best in Supply Chain Negotiations – USA, *Acquisition International* 2015 Legal Awards, AI Global Media Ltd, 2015, and Best in Supply Chain Management Disputes - Texas, 2017.

Professional Recognition

- Selected for inclusion in *Texas Super Lawyers Rising Stars*, Thomson Reuters, 2016-2020
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Selected Publications and Speeches

- "Plant Based Food Trends in the Era of COVID-19: Legal and Regulatory and Economic Considerations," Co-Presenter, American Conference Institute Webinar, May 28, 2020.
- "Negotiating COVID-Impacted Supply Chains While Maintaining Product and Brand Integrity in Dietary Supplements," Presenter, Q1 Productions Webinar, May 12, 2020.
- "COVID-19 and the Global Dietary Supplement Supply Chain," Co-Presenter, Council for Responsible Nutrition Webinar, April 22, 2020.
- "A Practical Guide to Bringing a Dietary Supplement to Market," Moderator, Food and Drug Law Institute Webinar, December 19, 2019.
- "Current State of Dietary Supplement Enforcement," Moderator, Food and Drug Law Institute Enforcement, Litigation and Compliance Conference, December 2019.
- "Labeling Claims – Marketing Ideals vs. Regulation," speaker, Texas Food Processors Association (TFPA) Annual Conference, San Antonio, Texas, May 16, 2019.
- "'Sugar' and 'Natural' Food Label Claims and Litigation – What's Next?" speaker, FDLI Annual Conference: Exploring Advanced Topics in Food and Drug Law, Washington, D.C., May 2019.
- "Containing Imported Food Contaminants to Protect Supply Chain Integrity," speaker, ACI Third Annual Advanced Summit on Food Law – Regulation, Compliance and Litigation, Chicago, Illinois, April 2019.
- "Reading the Tea Leaves for Dietary Supplements – FDA's Current Enforcement

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- Priorities and Actions," presenter, FDLI Annual Conference: Exploring Advanced Topics in Food and Drug Law, May 2018.
- "The Not So Sweet Side of Sugar," presenter, Institute of Food Technologists, Longhorn Section, Dallas, Texas, April 20, 2017.
 - "Menu Labeling – Cheese Fries for 700 Calories, Please," speaker, 39th Annual ABA Forum on Franchising, Miami, Florida, November 2016.
 - "Food Labeling and Content Claims: Planning Ahead for the Updated Nutrition Facts Requirements," speaker, Food and Drug Law Institute Annual Conference, Washington, DC., May 2016.
 - "The Revised Nutrition Facts Panel and Update on Labeling of Foods from Genetically Engineered Plants," presenter, Institute of Food Technologists, Longhorn Section, Dallas, Texas, January 2016.
 - "Recent Developments in Food and Drug Law, 2016 ed.: Leading Lawyers on Dealing with Increased Enforcement, Keeping Up-To-Date with FDA Requirements, and Developing Compliance Practices," speaker, Inside the Minds, February 2016.
 - "Highlights of China's 2015 Food Safety Law," author, *Law360*, July 2015.
 - "Cosmetics Claims: Origin and Composition, Natural, and Fragrance-Free," Food and Drug Law Institute webinar, June 2015.
 - "What's Next for Labeling of Plant-Based Substitute [Foods]," speaker, Food and Drug Law Institute Annual Conference, Washington, D.C., April 2015.
 - "Meaningful Audit Systems," speaker, FDLI Conference on Safeguarding the Functional Food and Dietary Ingredient Supply Chain, Washington, D.C., September 2013.
 - "Building an Effective Supply Chain and Distribution System," speaker, 35th Annual ABA Forum on Franchising, Los Angeles, California, November 2012.