

Food & Beverage

The food and beverage sector in Ireland is one of the country's largest indigenous industries. With annual exports in 2015 valued at over €10 billion, Ireland is fast becoming a global byword for the production of high quality, innovative goods.

As regulation within the industry increases, the need for immediate access to worldwide expert legal and regulatory advice is becoming critically important for businesses. Our Food, Agriculture and Beverage team advises domestic and international companies across the sector,

from indigenous start-ups to some of the largest food organisations in Ireland. With a cross-departmental team that includes lawyers who have worked with major operators in the food and beverage sector, we hold significant expertise in this area.

Wendy Hederman leads the team and she has unique experience of the industry, having spent 7 years at Diageo, one of the world's largest beverage companies.

*Dublin, London
& New York*



With globalisation of the food and beverage industry driving consolidation and increasing international sales, we regularly work with enterprises to maximise new opportunities in the sector. We work with clients such as Kerry Group, Largo Foods, Connolly's Red Mills and Manor Park Chickens in areas such as contract negotiations, large corporate acquisition transactions and public listings.

World-class Irish agri-food enterprises wishing to achieve a global reach have benefited from our advice and assistance. By utilising local advantages and intrinsic expertise within the Irish market, these businesses can develop and build upon their export potential to expand into new markets.

We advise clients in the following areas:

- **Intellectual Property** – IP protection and defense
- **Taxation** – maximising taxation efficiencies of any developed IP
- **Contracts** – from R&D, outsourced manufacturing and logistics contracts to distribution, agency and all supply and purchase agreements
- **Corporate** – investment, partnership, joint venture and M&A transaction
- **Regulatory** – food labelling, advertising and the new Grocery Goods Regulations
- **Product liability and recalls** – advice on product liability claims or recall obligations
- **EU Competition** – supply and distribution arrangements, non-competes, pricing, rebates, discounts and territorial restrictions

For further information, please contact:



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