

European Food
Law



Core strengths

The Simmons & Simmons European Food Law practice provides expert advice on a range of legal and regulatory issues regarding product concepts and the manufacture, distribution and sale of products in the EU.

Our experience in this fast-changing and highly regulated area includes advising on product liability; product recall, advertising and labelling; nutritional and health claims; GMO issues; claims handling and group litigation; traceability and standards of ingredients; obesity; and general safety management, including the supervision of rapid alert procedures and liaison with enforcement authorities. We are able to provide strategic support on matters that impact on our clients' operations, reputation and profitability.

Our team of food law specialists are based in offices throughout our European network and have long-standing relationships with a number of food safety authorities.

“They are very responsive and they have taken the time to understand our business.”

Chambers 2016

Our services

Our European Food Law practice focuses on the following core areas:

- Labelling, including advising on audits and risk reviews, nutritional and ingredients labelling, product claims, product presentation and labelling relating to promotions.
- Advising on nutritional and health claims, contamination and allergens claims.
- Branding, including trade marks, copyright and design.
- Advertising, including comparative advertising, unfair competition and passing off.
- Product recall, including corrective actions, decision making and risk management.
- Product liability, including any associated media management, claims handling and group litigation.
- Supply and distribution of products, including advice on logistics and import/export.
- Food law enforcement.
- Launching new products and supply chain/distribution agreements.
- General food safety management and hygiene, including advising on the development of best practice standards.
- Genetically modified foods and other types of novel foods, including advising on authorisations for novel and genetically modified foods and exemptions regarding the use of an ingredient.
- Protection and defence of geographic parameters.
- Traceability and standards of ingredients.

Expertise in practice

Almased

- advising this leading German diet product company on a diet product launch in the UK.

Bacardi

- advising on the logistics agreement involving the transatlantic shipment of bulk Bacardi liquid between Tradall S.A. (Bacardi) and JF Hillebrand.
- advising on various labelling issues.

Birra Peroni

- advising on the drafting and negotiation of distribution agreements.

Danesi Caffè

- advising on the drafting and negotiation of general commercial agreements.

E & J Gallo

- advising on various commercial and sales promotion products.
- conducting a review of UK sales promotion law and terms and conditions.

Farm Frites

- advising on health claims and labelling.

Informa Professional Academy

- writing the Product Liability and Recalls Module 2006.

Kraft

- advising on labelling content and other general regulatory issues in Spain.

Palombini Group

- advising this Italian coffee producer in relation to corporate, licensing and commercial matters.

Peijnenburg

- advising on health claims in relation to a confectionery food product.

A Probiotic Company

- advising on the health claims
- advising on advertising including competitor advertisement
- advising on sponsorship agreements

Red Bull

- advising on the labelling requirements of energy drinks.

Sodexo

- advising on compliance with Italian food and beverage legislation, both contentious and non-contentious, including assisting with public tenders.

The Nut Company

- advising on a license agreement relating to the production, packaging and sale of nut products in Turkey by a joint venture partner.

Key international contacts

Key contact biographies can be viewed at simmons-simmons.com

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