

# FOOD FOR THOUGHT

## FRESH NEWS FROM OUR FOOD & BEVERAGE TEAM

JULY 2017, ISSUE 1

### FEATURED CLIENT SUCCESS STORIES

#### purely elizabeth.

Holland & Hart's Food and Beverage team represented Boulder-based client [Purely Elizabeth](#), a leading natural foods company known for creating award-winning and nutrient-dense granola, oatmeal, muesli, and cereal, in connection with a minority investment of \$3 million from 301 INC, the General Mills new business development and venturing unit. Read more about this story [here](#).



Holland & Hart represented Boulder-based client [LoveTheWild](#), a leader in sustainable consumer fish products like meal kits, in connection with its recent receipt of Series A funding from mission-driven partner, Aqua-Spark. A global investment fund based in Utrecht, the Netherlands, Aqua-Spark invests in sustainable aquaculture businesses that generate returns while creating positive social and environmental impacts. Read more about the story [here](#).

Joining Aqua-Spark in its Series A funding were "individuals including Academy-Award® winner and environmental activist Leonardo DiCaprio, who will also join the company's advisory board." Read LoveTheWild's press release [here](#).

### H&H DOES FOODBYTES!

Holland & Hart's Food and Beverage Practice has been partnering with [FoodBytes!](#) events since near its inception because it shares Rabobank's mission to find the most innovative concepts in food and agriculture and provide meaningful opportunities for industry-changing start-ups to engage with investors, industry leaders, and leading-edge technology.

FoodBytes! NYC in early June was our team's fourth conference. What we enjoy most about FoodBytes! is the opportunity to serve as mentors to some of the most innovative emerging companies in the natural foods space. We interact with company founders providing strategic legal counsel on fundamental, yet dynamic, topics like financing, branding, IP protection, licensing, manufacturing issues.

Other mentors add valuable input on merchandising, packaging, investor feedback, and fundraising platforms. We thrive off the energy that each company brings to the table with their questions and we enjoy being able to share our institutional market knowledge with these companies with the hope of sending them off with new knowledge, contacts, tools and context that will help navigate some of the hurdles that they will inevitably find in the brave new world of entrepreneurship.

We always leave FoodBytes! with elevated enthusiasm and energy about the work that we do. Even though we may play a small part in the life cycle of each company that we mentor, we value the opportunity to work with some of the most groundbreaking companies around.

We know the people and this industry have a bright future and we are proud to be a part of it. Congrats to all the FoodBytes! New York participants and especially the winners of the pitch slam ([Agvoice](#), [Impact Vision](#), and [Proud Pour](#)). We look forward to following each of you on your journeys ahead.



Photo credit: Kassie Borreson / [kassie.info](#) / [@hausfrau fotografie](#).

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### FOOD SAFETY TIPS BY [JENI LAMB ROGERS](#)

#### #17 PUT FOOD SAFETY FIRST

Picture why you started your food and beverage company in the first place. Sick customers were probably never part of that vision, but there are prison cells with food company CEOs sitting in them right now that once said “that will never happen to me.” The consequences of violating food safety laws are personal—your pocketbook or your prison time. Feeding people is an awesome responsibility. Protect your customers, and protect yourself.

#### #281 DON'T PLAY COPYCAT WITH PACKAGING

There are many, many rules about what you have to say on your package, what you can't say on your package, and if you can say it, where you can say it. Just because the other guys are doing it, doesn't mean you should be doing it too. There might be one of a thousand exceptions that lets that brand do it and not you, or they could just be breaking the law. Whatever it is - don't take the fall for a failure to be original.

### ABOUT US

**Holland & Hart has been a part of the food & beverage industry for decades, helping clients address legal issues that arise from farm to table and everything in between. We are proud to have clients from coast to coast in cities across the nation.**

Our multidisciplinary practice brings together a wide range of experience from attorneys across the firm, to deliver informed, creative, and innovative solutions for navigating the complexities often faced by burgeoning brands. We even have a former food company owner who serves as our entrepreneur-in-residence and strategic advisor to our clients. Our attorneys are highly-active participants in the food & beverage community. Our team is passionate about staying at the forefront of thought leadership in this arena to fully understand the nuances of this dynamic and ever-evolving industry. We are experienced and poised to fully-immense ourselves in our clients' businesses to solve the most common challenges facing the industry today.

### UPCOMING EVENTS

**929 PRL SUMMER SERIES** H&H is a proud sponsor of the 929 PRL Summer Series which are community focused charitable celebrations. 100% of ticket sales will benefit the nonprofit organizations. Mark your calendar: July 20, August 24 and September 21. Purchase tickets [here!](#)

**FOODBYTES! AUSTIN** Join us September 25-26 in Austin, TX, for the last FoodBytes! of 2017. Learn more [here](#).

**NATURAL PRODUCTS EXPO EAST** We are looking forward to the upcoming Natural Products Expo Show in Baltimore from September 13-16. Learn more [here](#).

**KITCHENTOWN SAN FRANCISCO** Coming this fall! Stay tuned for more information.

Attending any of these upcoming events and want to meet up with our team? Shoot us an email at [foodandbeverage@hollandhart.com](mailto:foodandbeverage@hollandhart.com).

### OUR TEAM LEADS



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