

FOOD FOR THOUGHT

FRESH NEWS FROM OUR FOOD, BEVERAGE, AND CONSUMER PRODUCTS TEAM

OCTOBER 2018, ISSUE 6

HOLLAND & HART TO CO-HOST THE CHEF ANN FOUNDATION'S REAL SCHOOL FOOD CHALLENGE ON OCTOBER 25TH!

What is the Chef Ann Foundation?

Chef Ann Cooper, Food Services Director of Boulder Valley School District, believes every child should have access to healthy food every day. Her Foundation is focused on creating long-term improvement to children's health through changes in the school food systems they rely on. These programs help schools transition from processed heat-and-serve food to scratch cooking models that support local, sustainable agriculture and reduce negative environmental impacts.



What is the Real School Food Challenge?

The Real School Food Challenge is a fun opportunity to raise awareness and funding for healthy school food programs across the country. It allows our community to learn what it takes to create healthy school food and participate in school food change.

This event is a friendly culinary competition amongst executives in the local natural food industry. Competitors will be challenged to create a school lunch menu item that is:

- Delicious and kid-friendly
- Follows USDA meal guidelines
- Meets schools' per-meal food cost of \$1.25

Guests will sample and score each recipe, and the winner will have the chance to be featured on Chef Ann Foundation's national school food recipe database for kids across the country to taste and enjoy. Join us and judge for yourself!

Why is this important?

Over 30 million children eat school lunch every day, with more than 70% on the free and reduced lunch program. Schools are given an average of \$1.25 per meal, per student — but what are they serving?

Boulder Valley School District is fortunate to have Chef Ann, who as Food Services Director, makes her meals from scratch, but other districts aren't so lucky. By supporting the Chef Ann Foundation through your ticket donation, you are helping children across the country gain access to healthy, fresh food.



EVENT DETAILS

Who: Chef Ann Foundation and co-hosts Holland & Hart, Sterling Rice Group, Boulder Food Group, Naturally Boulder, and New Hope Network

Where: 1801 13th Street, Boulder 80302

When: October 25th from 5:30 - 8pm

Ticket: Suggested donation of \$100 per guest. Buy your ticket by visiting rsfcboulder.eventbrite.com.

HOLLAND & HART SPONSORS FIRST TRAILMIX EVENT IN BOISE

By [Alison Johnson](#)

We were the proud sponsor and partner of an exciting new event—Trailmix—created to showcase new and innovative emerging brands from around the Northwest during [Boise Startup Week](#). The Trailmix event sold out to a packed house and created awareness for the food entrepreneurs and startups competing, giving them networking opportunities with industry leaders, investors, and other companies.

The applicants competed for a prize package including \$10,000 in cash and shelf space at Albertson's new flagship store in Boise.



This inaugural event held at [Boise's Trailhead](#) generated great energy to this new program. Congratulations to the winner [Snacktivist Foods](#), the four runners up [Bgood](#), [Galimofre](#), [Voce](#), and [Kate's Real Food](#), and all the other participants.

For more information on Trailmix, and how you can be involved in the next event, contact [Alison Johnson](#).



**BOISE
STARTUPWEEK**



WE LOOK FORWARD TO SEEING YOU THERE!

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Have your new and existing product labels been reviewed recently for compliance with current FSMA requirements? Our reviews also include litigation risk assessment. Contact us for rates and flat-fee programs today!



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HOLLAND & HART HOSTS SUCCESSFUL NETWORKING EVENT WITH SILVERWOOD PARTNERS

Holland & Hart and Silverwood Partners held a networking event during Natural Products Expo East in Baltimore last month. This event included key executives from leading consumer companies, private equity, and venture investors focused on the consumer sector. Members of Silverwood Partners' extended Consumer Practice team and Holland & Hart's Food, Beverage, and Consumer Products legal team were there to network and take refuge from the rain.



Even though Hurricane Florence threatened the Baltimore area, the event had a large showing. We always enjoy the opportunity to interact with company founders in the natural foods industry to provide strategic legal counsel on fundamental, yet dynamic, topics like financing, branding, IP protection, licensing, and manufacturing issues, among others.



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