

The Life Cycle of New Beverage Product Development and How Fox Rothschild Can Help

When developing a new beverage product or brand, there are myriad considerations at play, ranging from establishing intellectual property protections to ensuring your labels comply with federal and state agencies to successfully promoting and distributing your product. Fox's national Food & Beverage lawyers are ready to provide you with the experience and knowledge necessary for a successful product development every step of the way.

Launch Your Idea

Our lawyers serve as your strategic adviser to get a new beverage or brand off the ground and establish a road map for success.



Develop a Recipe

We will work with you to secure the necessary contracts with a company that develops and refines your recipe. We will also ensure your intellectual property (IP) is protected.



Navigate the Branding Landscape

Our team provides strategic counsel to consider the beverage market and how to leverage your brand, including trademark and copyright protections.



Distribution & Sales

Before your product hits the shelves, we will ensure you have appropriate distribution and sales representative agreements in place.



Manufacturing

Our lawyers assist with manufacturing and copacking agreements, as well as all issues related to production and supply chain needs.



Labeling & Compliance

To manage risk and prevent compliance issues, we help navigate your beverage product through state and federal labeling requirements, including FDA.



In addition to guiding your business through the launch of a new beverage, our Food & Beverage group has decades of experience providing global and national brands with a broad array of legal and business support, including corporate transactions, mergers and acquisitions, real estate, employment and labor guidance, environmental compliance, intellectual property, FDA compliance and labeling, litigation counseling, and family estate and tax planning.



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