

# 10<sup>th</sup> Annual FoodBev



## EXCHANGE

Litigation | Compliance | Regulatory

**October 24<sup>th</sup> & 25<sup>th</sup>, 2022** **THE METROPOLITAN CLUB, CHICAGO, IL**

*Where Food and Beverage Regulatory, Compliance and Litigation Executives Meet*

**Tap Here to Register**

Offering the best of two subject matter areas - Regulatory Compliance and Litigation Trends, participants in Momentum's Food & Beverage Exchange will benefit from the singular opportunity to benchmark and brainstorm ideas across subject matter areas while strategizing on practical solutions for effectively addressing and responding to the most pressing challenges currently facing your industry.

### Speakers



**Joy L. Fontaine**  
Chief Counsel,  
Marketing & Food Law  
MONDELEZ GLOBAL



**Jennifer Millones**  
Chief Legal Officer  
NEWMAN'S OWN  
FOUNDATION



**Randy Liebowitz**  
Global Food Regulatory  
Senior Counsel  
PepsiCO



**Adam Wegner**  
Chief Legal  
Officer  
DAILY HARVEST



**Jessica Bahr**  
Vice President, Deputy  
General Counsel  
& Chief of Staff  
CONSTELLATION  
BRANDS



**Bill O'Connor**  
Vice President and  
General Counsel  
HEARTLAND FOOD  
PRODUCTS GROUP



**Alana Sharenow**  
Vice President,  
Assistant General Counsel  
KEURIG DR PEPPER



**Sarah Sunday**  
Assistant General  
Counsel  
FOOD LAW,  
NESTLÉ USA LEGAL  
DEPARTMENT



**Mary Kiedrowski**  
Senior Counsel  
GENERAL MILLS



**Rebecca L. Gerard**  
Senior Counsel,  
Commercial Retail  
and Intellectual  
Property Legal  
WALGREEN CO.



**Deirde Fox**  
Deputy General  
Counsel  
MIZKAN



**Katie Armistead**  
Deputy General  
Counsel  
GRUBHUB



**Theresa R. Shea**  
Executive VP, General  
Counsel & Corporate  
Secretary  
UTZ BRANDS



**Jerry Kral**  
Chief Risk  
Officer  
BROWN-FORMAN



**Kelly Scott Unger**  
General Counsel  
HAPPY EGG



**Alaina Ingram**  
Senior Marketing  
Counsel  
UNILEVER



**Michael Seccuro**  
Managing Director,  
Head of Food, Beverage  
& Agriculture  
INTREPID INVESTMENT



**Madeline Cohen**  
Regulatory Attorney  
GOOD FOOD  
INSTITUTE



**Chris Green**  
Executive Director, Brooks  
McCormick Jr. Animal Law  
& Policy Program  
HARVARD LAW SCHOOL

### Our Most Interactive and Practitioner-Driven Format To Date!

Our 2022 program has been completely redesigned and purposefully formatted to stimulate audience participation, problem-solving, networking, and brainstorming, including:

1. Less panel-driven presentations and more small group, peer-to-peer breakout discussions
2. Increased use of hypothetical based scenarios and fact patterns for active learning and engagement
3. Enhanced use of live polling and word cloud technology for a truly interactive and immersive experience

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<https://momentumevents.com/foodbeveexchange/>

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## EXCHANGE

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 **momentum**  
events

### Agenda

## Day One October 24<sup>th</sup>

**09:00 am CST Registration and Breakfast**

**10:00 am CST Welcome and Icebreaker**



**Ashley Csaki**  
Director, Content  
& Experience  
**MOMENTUM**

**10:15 am CST - Food-E Workshop: An eCommerce Intensive for Food & Beverage Regulatory Compliance and Legal Professionals**

Join industry leaders as they provide unparalleled insight for creating and strengthening your eCommerce food and beverage strategy while remaining within the lines of regulatory compliance.

Featuring discussion on:

**10:15 am CST The Practitioners Playbook: An Issue Spotting Exercise**

You are Chief Legal Counsel for "Company X", a mid-size beverage manufacturer best known for their popular carbonated fruit drinks. "Company X" has recently announced that they will be launching their next flavor exclusively on "Daintree", a wildly popular e-commerce site.

Using live polling and hypothetical fact patterns, presenters will walk attendees through various scenarios that pose risk and uncertainty to even the savviest practitioner.

Including an exchange of lessons learned and best practices for ensuring that proper checks and balances are enforced, between, amongst and across departments. With possible discussion on navigating:

- Unauthorized Sales
- Automatic Subscriptions/Recurring Payments
- Consumer Reviews
- Data Scraping and Collection
- Terms and Conditions Review

**11:05 am CST Data Privacy and Cyber Security Crash Course- What Compliance Professionals Need to Know**

Listen and learn as compliance experts discuss the latest developments and emerging policies impacting data, privacy and cyber threats. Including possible discussion on:

- Data Security/Privacy Laws and Regulations
- Ransomware Attacks and Technology Pitfalls-Addressing the latest takeaways and lessons learned from recent attacks
- Customer Data-Best and Worst Practices
- Top 3 Security Measures-Identifying key safeguards for protecting your customers and business alike



**Rebecca L. Gerard**  
Senior Counsel, Commercial Retail  
and Intellectual Property Legal  
**WALGREEN CO.**

**11:50 am CST Luncheon**

**01:00 pm CST Enforcement Report-Key FDA, USDA and FTC Priorities and Policies for 2022 and Beyond**

Join representatives from the FDA, USDA-FSIS and FTC as they address key regulatory and enforcement trends impacting the food and beverage industry. With potential conversation on:

- New Era of Smarter Food Safety-exploring the New Era Blueprint
- Labeling enforcement, priorities and triggers-"healthy", bioengineered labeling, organic labeling and "Made in the USA"
- The new complaint portal for the National Bioengineered (BE) Food Disclosure Standard and Country of Origin (COOL) Labeling Program
- USDA and FTC jurisdictional considerations

**01:50 pm CST Class Action Litigation-Lessons Learned from the Latest Food Court Decisions: An Issue Spotting Exercise**

Using recent class action litigation, join industry experts in a small working group environment as you dissect the facts and circumstances that lead to some of the most recent class action lawsuits. Attendees will be presented with a fact pattern before the session and will be expected to engage and interact during this intimate group exercise. Possible discussions to include what companies should have done differently, best practices for avoiding missteps, improving compliance operations and staying clear of increasing class action trends.

MODERATOR



**Amy Lally**  
Partner  
**SIDLEY**



**Adam Wegner**  
Chief Legal Officer  
**DAILY HARVEST**



**Katie Armisted**  
Deputy General Counsel  
**GRUBHUB**



**Jennifer Millones**  
Chief Legal Officer  
**NEWMAN'S OWN FOUNDATION**

**02:40 pm CST Global Enforcement Trends:**

**Examining the Latest Regulatory Changes and Their Impact on Your International Operations**

During this session hear how multinational corporations are navigating the evolving global landscape and what it has meant for their business processes. Including discussion on Chinese and Russian blocking statutes, the DOJ's expectations on employee use of instant messaging apps and other developing regulatory considerations

MODERATOR:



**Ryan Rohlfen**  
Partner  
**ROPES & GRAY LLP**



**Jerry Kral**  
Chief Risk Officer  
**BROWN-FORMAN**

**03:25 pm CST Coffee and Networking Break**

**03:45 pm CST Breakout Session: Geopolitics - The Impact of Recent International Events on Food and Beverage Regulatory Compliance Operations**

Lean-in and learn industry experts participate in enlightening conversation exploring the current geopolitical landscape. Uncover the ways evolving and emerging conflicts, risk and uncertainty are impacting food and beverage regulatory compliance as well as proactive strategies and policies for improving agility and awareness. Topics for discussion are subject to change and may include:

- Russia/Belarus/Ukraine Update - identifying the conflict's immediate and future impact on business - what compliance officers need to know
- Sanctions and Trade Restrictions- an overview of the latest global sanctions and trade restrictions impacting the food and beverage industry
- Emerging Unrest - assessing what impact recent social and political activism may have on your business and compliance operations
- Inflation and the Challenge of Rising Food Costs



**Randy Liebowitz**  
Global Food Regulatory  
Senior Counsel  
**PepsiCO**



**Bill O'Connor**  
Vice President and General Counsel  
**HEARTLAND FOOD PRODUCTS GROUP**



**Patrick Pearsall**  
Partner  
**Allen & Overy**

**04:15 pm CST Breakout Session: Tackling the Communication Conundrum- Coordinating your Legal, Marketing and R&D Teams to Ensure a Consistent and Compliant Message from Start to Finish**

"The single biggest problem in communication is the illusion that it has taken place."  
**George Bernard Shaw**

Lean in and take note as facilitators and attendees share best practices for effectively engaging and collaborating with the marketing and R&D departments. Featuring proven strategies and expert tips for improving cross-department communication, ensuring compliance and building respect from pitch to campaign.



**Alaina Ingram**  
Senior Marketing  
Counsel  
**UNILEVER**



**Jessica Bahr**  
Vice President, Deputy General  
Counsel & Chief of Staff  
**CONSTELLATION BRANDS**



**Erik K. Swanhot**  
Partner  
**FOLEY & LARDNER LLP**



**Kelly Scott Unger**  
General Counsel  
**HAPPY EGG**

**05:00 pm CST End of Day 1, Cocktail Reception**

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### Agenda

## Day Two October 25<sup>th</sup>

#### 08:00 am CST Registration and Breakfast

#### 09:00 am CST Issue Spotting Exercise: M&A Transaction Related Risks for the Food and Beverage Industry

You are Chief Counsel for Company A, a mid-size beverage manufacturer that has recently acquired Company B. During this engaging and thought provoking exercise, join senior legal experts as they walk through the various scenarios and hazard that wreak havoc on compliance. Including tools and strategies for tackling complexities, navigating risks, minimizing lesser known pitfalls and avoiding successor liability.



**Chris Rasmussen**  
Partner  
**FOLEY & LARDNER LLP**



**Theresa R. Shea**  
Executive VP, General Counsel & Corporate Secretary  
**UTZ BRANDS**



**Michael Seccuro**  
Managing Director, Head of Food, Beverage & Agriculture  
**INTREPID INVESTMENT**

#### 09:50 am CST The Rubber Band Effect: Supply Chain Impacts on FDA-Regulated Food and Food Packaging Manufacturers

Long before “supply chain” became a favorite mainstream phrase to describe logistical challenges facing the food and food packaging industries, companies faced a daily balancing act between promoting efficient manufacturing practices, and meeting basic regulatory responsibilities. We will explore some of the long-held theories of Just In Time (JIT) manufacturing, supply chain optimization, and the unintended consequences of both during the unprecedented events of the COVID-19 pandemic - with a specific emphasis on their impact on U.S. Food and Drug Administration (FDA) and global regulatory compliance moving forward.



**Daniel Rubenstein**  
Associate  
**STEPTOE & JOHNSON LLP**

#### 10:35 am CST Coffee Break

#### 10:50 am CST The Compliance Experts Guide to Navigating the Latest Labeling Laws and Initiatives

Join presenters for an in-depth discussion on current and emerging food label priorities. With potential discussion on front of pack labeling, “healthy” and what the FASTER Act meant for food manufacturers. As well as an update on USDA-FSIS Label Reform and Bioengineered labeling and “Made in the USA”.



**William Tarantino**  
Partner  
**MORRISON & FOERSTER LLP**

#### 11:40 am CST Alternative Proteins: Legislation, Litigation and Regulation- What Compliance Professionals Need to Know

- Distinguishing plant based proteins from cell-cultured proteins
- Current global regulatory frameworks (UK, EU and United States)
- Emerging state and federal policies and regulations
- Litigation trends and what they mean for your business



**Madeline Cohen**  
Regulatory Attorney  
**GOOD FOOD INSTITUTE**



**Chris Green**  
Executive Director, Brooks McCormick Jr. Animal Law & Policy  
**HARVARD LAW SCHOOL**



**Jessica P. O'Connell**  
Partner  
**COVINGTON**



**Maree Gallagher**  
Of Counsel  
**COVINGTON**

#### 12:25 pm CST Luncheon

#### 01:25 pm CST Breakout Session: Claim Substantiation

During this collaborative presentation, join presenters as they examine recent claims that resulted in scrutiny. Using live-polling, audience members should prepare to engage and provide real-time responses as the panel walks through the process for asserting a claim, while exploring common pitfalls and red flags. With potential discussion on:

- Understanding the applicable regulations and evidence required for asserting a claim under FDA and FTC regulations.
- Determining how much is enough when relying on scientific data and studies
- Overview of key food and beverage product marketing and advertising claims
  - Nutrient and Health
  - Structure/Function
  - Mental Performance and Focus
  - Disease
  - Comparative
  - Calories/Ingredients

MODERATOR



**Claudia Vetesi**  
Partner  
**MORRISON & FOERSTER LLP**



**Deidre Fox**  
Deputy General Counsel  
**MIZKAN**



**Alana Sharenow**  
Vice President, Assistant General Counsel  
**KEURIG DR PEPPER**



**Sarah Sunday**  
Assistant General Counsel, Food Law  
**NESTLÉ USA LEGAL DEPARTMENT**

#### 02:15 am CST Cause Marketing and the Law: Best Practices for Avoiding Regulatory Risks

You have recently learned that your company will be partnering with the American Covid-19 Alliance, donating \$1 of every purchase to Covid-19 related relief. Now what?

- Commercial Co-Venture (CCV) laws
- Better Business Bureau (BBB) standards
- Federal and State Laws, including Federal Tax Laws
- Disclosures
- Navigating Common Pitfalls



**Mary Kiedrowski**  
Senior Counsel  
**GENERAL MILLS**



**Alaina Ingram**  
Senior Marketing Counsel  
**UNILEVER**

#### 03:00 pm CST End of Day 2, See you in 2023!

## Top Reasons to Attend

1. Unparalleled in-house benchmarking/best practice sharing
2. Opportunity to hear directly from regulators
3. Rapidly evolving industry requires continuous education
4. Intimate/exclusive audience
5. Premier thought leadership

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E X C H A N G E

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Register After 10/14/2022

 THE METROPOLITAN CLUB, CHICAGO, IL

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For any question please  
contact Solange Leclair at [Solange@momentumevents.com](mailto:Solange@momentumevents.com)