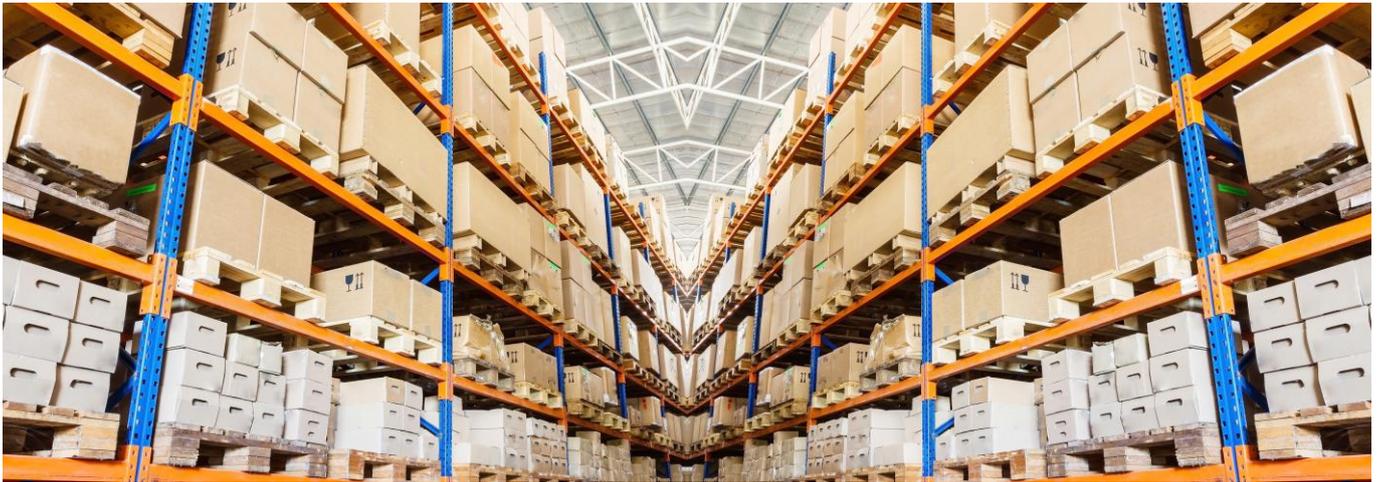


CONSUMER

Our Sector Expertise



Our consumer practice

We work with flagship brand owners and manufacturers in the consumer sector, including **ABF**, **BAT**, **Britvic**, **Diageo**, **McBride**, **Müller**, **PZ Cussons** and **Reckitt Benckiser** as well as smaller businesses and start ups in the sector. We connect with clients from board room to factory floor, we help with key strategic deals and also day to day operational challenges. Our experts cover the full value chain, from key supplier deals, through production issues, to distribution and consumer-facing challenges.

Our experience

- ▶ **ABF**: various acquisitions, eg Dorset Cereals, major commercial contracts and disputes
- ▶ **BAT**: €55m acquisition of Blue Nile, various commercial arrangements
- ▶ **Britvic**: acquisition of Ebba business and brands in Brazil for £114m, logistics/warehousing outsourcing, Fruit Shoot product recall, employment advice
- ▶ **Diageo**: various disputes, sale of Gleneagles, break up of African JVs with Heineken; \$225m acquisition of Meta Abo in Ethiopia
- ▶ **GSK**: defending Seroxat defecation product class action, commercial work for Consumer Healthcare business
- ▶ **Jemella Group**: management buyout of Jemella Group (ghd haircare products business)
- ▶ **Jeyes**: disposal of part of its business relating to the manufacture and supply of personal and infant care and hygiene and cleansing wet wipes to Nice-pak
- ▶ **McBride**: various transactions, restructuring work, product liability and regulatory advice, strategic HR advice
- ▶ **Müller**: acquisition of the Dairy Crest milk business
- ▶ **PZ Cussons**: IT procurement; strategic brand acquisitions (Charles Worthington, Sanctuary Spa, St Tropez, Fudge); various commercial disputes
- ▶ **Reckitt-Benckiser**: IT outsourcing and commercial arrangements
- ▶ **Royal Mail**: tie-up with Alibaba creating a Tmall Global e-marketplace (largest retail platform in Asia)
- ▶ **Tate & Lyle**: €240m break up of pan-European joint venture with ADM; strategic HR advice
- ▶ **Totally Wicked**: challenge to The Tobacco Products Directive 2014

Our client community

At AG, our clients and their teams are invited to be part of our sector community. As well as advising on key sector issues and their legal implications we hold regular events, track key developments, provide regular know-hows and views and connect our clients with each other. We want to be part of a community that shares challenges, problems, ideas and solutions.

Regular tailored legal updates

We produce legal updates, bulletins and newsletters tailored to the retail and consumer sector. Our legal horizon scanner – which tracks upcoming changes to legislation and how these will affect businesses in the sector – is particularly popular.



Training and know-how

Our training is based on our specialist legal expertise and our sectoral knowledge; it also benefits enormously from the business insight our clients bring as we scrutinise our fast-moving sector. We can provide bespoke sessions, tailored to you and your business objectives, or you can come along to one of our programme workshops, roundtables or forums.

Sector events

Alongside the smaller sessions, we also host large sector events with industry guest speakers. Previous speakers have included Mike Coupe, CEO of Sainsbury's, Christine Tacon, the Groceries Code Adjudicator and Professor Elliott, the Director of the Institute for Global Food Security.



We also hold hot topic sessions on key developments in the sector. Upcoming sessions will focus on food safety, retail's digital future, logistics, cyber security and protecting your reputation and GSCOP revisited.

For more information, please check out our sector website: www.addleshawgoddard.com/retailandconsumer and follow us on Twitter @AG_RandC for the latest sector news and insight.

Who to contact

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When they advise the business, they are seen as an extension of our legal team. The provision of this service sets them apart from other law firms.

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