


WORKING WITH CONSUMER BUSINESSES





Responsive, commercial and focussed on my objectives for the transaction... exactly what I want in my lawyers!

TUI TRAVEL

CONSUMER: A CHANGING LANDSCAPE

The consumer market is constantly evolving. Whilst the UK economic outlook has improved, this has not been matched by a significant increase in consumer confidence and people remain cautious about spending money. As a result, price, convenience, quality and customer experience are more important than ever. A reluctance to spend has however not lowered consumers' expectations: people want a lot for their money and they want it quickly - regardless of the channel they use.

Route to market: both traditional sales and communications channels are fragmenting and brand businesses are increasingly engaging directly with their consumers, bypassing retailers. Whilst there is an obvious benefit to this omni-channel strategy, it presents challenges for many brand businesses most notably in the areas of logistics, marketing, staffing and sales. How do businesses ensure they can fulfil their delivery obligations? How can they generate a dialogue with consumers (mostly via digital platforms) to create and maintain brand loyalty?

Opportunities for growth: the challenge for brand businesses is to identify areas for expansion - whether this is increasing their UK presence, identifying other receptive global markets or completely diversifying their product portfolio. This growth can be achieved organically or through acquisitions, joint ventures or strategic alliances with each offering a different risk profile for a growing business.

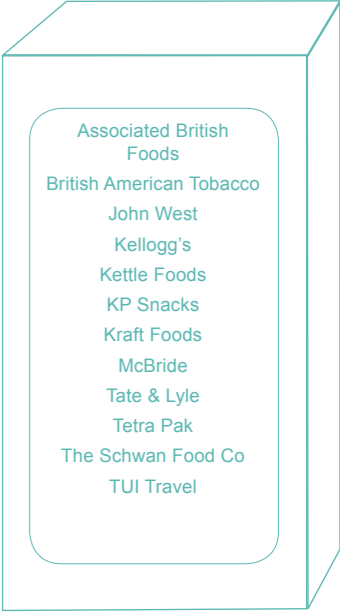
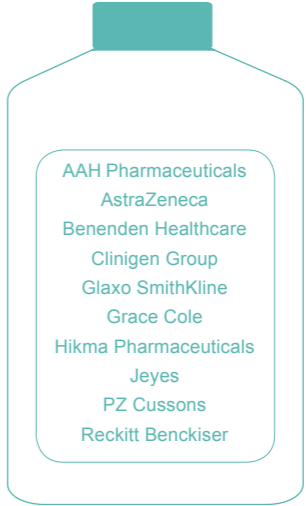
Ensuring quality: the evolution of global supply chains has made it more important for due diligence to be carried out from production to sale. Breaches of health and safety or product safety regulations can be costly - both in terms of money and reputation. With the introduction of new sentencing guidelines for regulatory offences, combined with the increasing frequency of product recalls, it is critical for businesses to monitor and maintain product quality and safety and ultimately protect their consumers.

AG's team is first class. Their advice is unique in that it is genuinely commercial and pragmatic, is in the right context for the business and balances technical strength, appropriate risk appraisal and leadership to drive a transaction forward.

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OUR CLIENTS INCLUDE



The whole delivery of service was excellent from beginning to end. We have a very good ongoing relationship with Addleshaw Goddard and they know us well as a client, so they were able to support us just as we need.

YOUR PRODUCT PACK

Sentencing Powers - How High?

- ▶ Magistrates have recently been given new sentencing powers to impose unlimited fines in cases where food safety, health & safety and corporate manslaughter offences have been committed
- ▶ Now is the time to make sure you're doing all you can to mitigate the risks of breaching health & safety regulations
- ▶ We can provide bespoke training, review policies and carry out risk assessments to keep your business safe. If anything does go wrong, our specialists can advise you on the entire regulatory claims process and reputation protection.

The Promotional Minefield

- ▶ Any successful product needs to be marketed successfully but in a way which avoids potential legal pitfalls
- ▶ Cost savings can be made by identifying at an early stage whether advertising and marketing is compliant with applicable laws and regulations
- ▶ As well as regulatory compliance, our expertise extends to all aspects of the marketing process including endorsement and sponsorship deals, copy clearance, IP rights in media and PR agency contracts to name but a few.

Managing a Recall

- ▶ The number of product recalls undertaken each year in the UK has increased by 83% since 2005
- ▶ When something goes wrong, it is vital to quickly assess the situation, reach a decision and implement an action plan to ensure consumers are protected and minimise reputational claims
- ▶ We have helped a number of consumer businesses to manage product recalls and we can help you to maintain consumer safety and minimise the impact of a recall on your brand.

Growth in a Global Market

- ▶ Global demand for British heritage products is on the rise. Consequently, international expansion is a serious prospect for UK brand owners and manufacturers
- ▶ Successful expansion requires you to identify your route to market, assess your consumer strategy and think about potential risks to put contingency plans in place
- ▶ We can help you to structure and implement your expansion plans, whether by joint venture, acquisition or establishing your own facilities overseas. We can also assist in coordinating an exit strategy.

Digital Revolution

- ▶ Consumers now engage with a brand through an increasing variety of channels, many of them digital (e.g. websites, apps, social media) which means that the experience provided needs to be as seamless as possible
- ▶ Customisation, big data and social media are hot topics for brands looking to engage with their customers and improve their omni-channel offering
- ▶ We are market leaders in advising on data protection, big data, data monetisation, social media policies, payments, compliance and regulatory matters, cyber crime and future-proofing.

Safeguarding Innovation

- ▶ Intellectual property rights are valuable assets to brandowners – your brand is your business and you need to protect innovation
- ▶ Effective protection of rights should start when you have your first idea. The proliferation of “copycat” brands underlines the importance of registering a suite of trademarks and registered designs as quickly as possible
- ▶ From registration to licensing and franchising, enforcing trade marks to copyright infringement, product and advertising clearance and celebrity brand ambassador agreements, we can help you grow your brand whilst keeping it protected.

Growing the Portfolio

- ▶ Despite the investment made by companies in new product development, it is estimated that 85% of new FMCG products fail within the first two years
- ▶ It is therefore unsurprising that businesses choose to invest inorganically to develop their brand portfolio, acquiring tried and tested brands instead of launching into the unknown
- ▶ Our longstanding experience with market leading consumer businesses across M&A, joint venture and private equity transactions can be used to your advantage when looking to grow your portfolio.

Delivering the Goods

- ▶ Global supply chains are becoming more complex, with manufacturers having to become more flexible to fulfil needs
- ▶ The constant demand for products and expectation of near-instant delivery means that stalled production lines or any delay in the supply chain could spell disaster – logistics are key
- ▶ We can assist you however you choose to “deliver the goods”, from production to delivery and everything in between including facility construction, capex investment, third party supply or logistics agreements, advice on GSCOP and management of your property portfolio.

OUR RETAIL AND CONSUMER 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-how 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 tracks upcoming changes to legislation and how these will affect businesses in the sector.

Training and knowhow

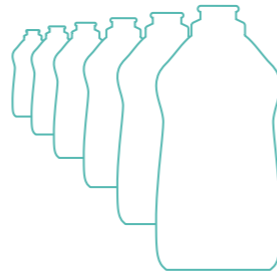
Our clients tell us that we differentiate ourselves by the quality of the training we provide to their teams. We can provide bespoke sessions, tailored to you and your business objectives, or you can come along to one of our programme workshops, roundtables or forums.

Sector events

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

We also hold hot topic sessions on key developments in the sector. Upcoming sessions will focus on digital strategy, data and payments, employment, health and safety in the sector, online competition update, building your brand and GSCOP.

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.



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

ASSOCIATED BRITISH FOOD

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There is much talk of business partnering by law firms, Addleshaw Goddard put the talk into action.

BRITVIC SOFT DRINKS

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Aberdeen, Doha, Dubai, Edinburgh, Glasgow, Hong Kong, Leeds, London, Manchester, Muscat, Singapore and Tokyo*

* a formal alliance with Hashidate Law Office

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