

CAPABILITIES

# FOOD & BEVERAGE

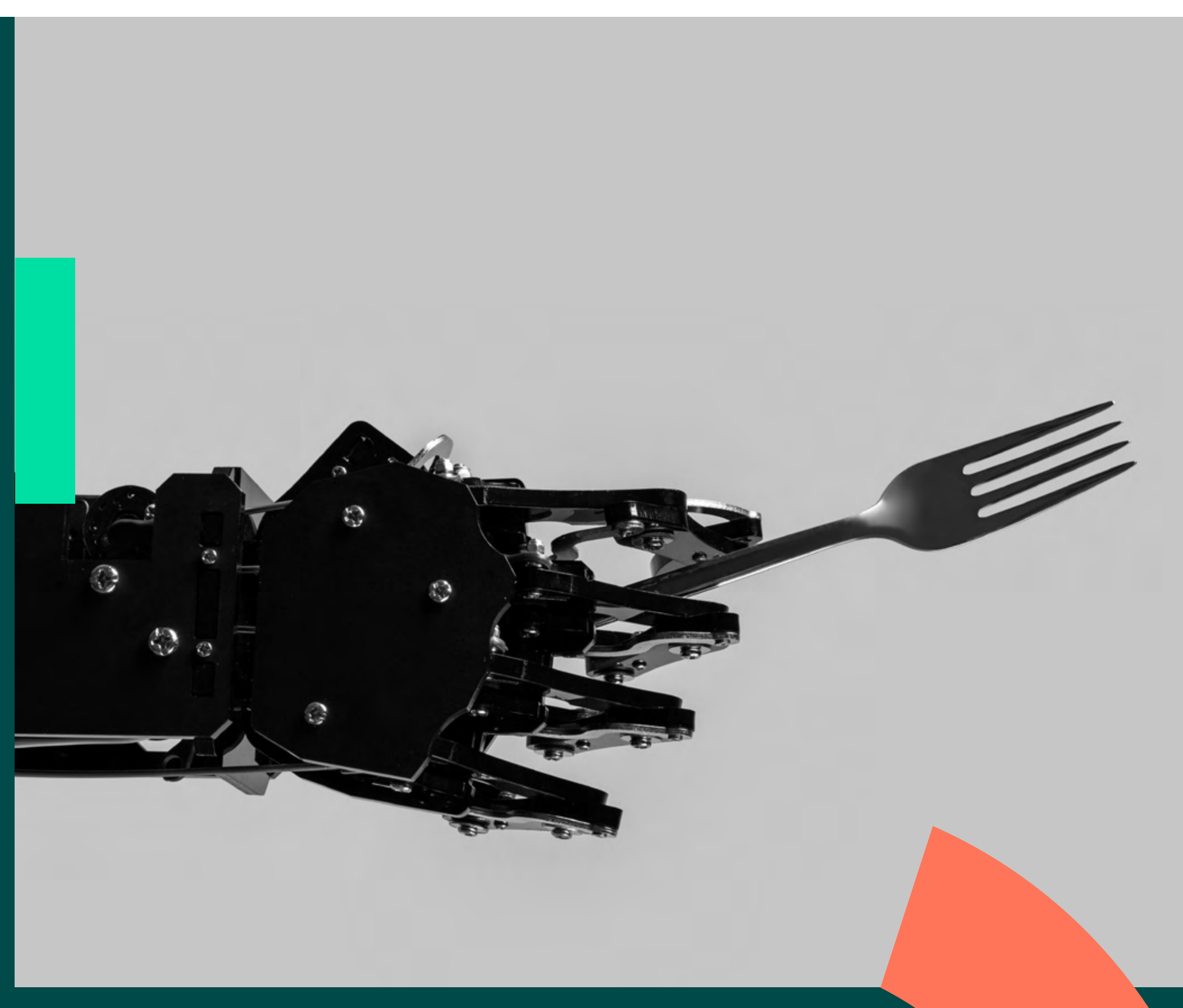
We adopt a cross-sector and multidisciplinary approach, providing integrated solutions tailored to meet the specific needs of our clients. Our expertise spans various fields, allowing us to address complex challenges comprehensively and deliver results that align with our clients' strategic objectives.



Consumer goods are primarily categorized into three key types: durable goods, which have a long lifespan such as appliances and tools; non-durable goods, consumed within three years, including packaged foods and beverages; and services, which encompass intangible offerings like repairs, cleaning, and consulting. The non-durable consumer goods industry, especially within the food and beverage sector, is a cornerstone of the global economy. Its impact transcends economic indicators, acting as a key factor in public health, ensuring food security, and enhancing the overall well-being of communities.

## OUR TAKE ON INDUSTRY TRENDS

The rise of new technologies and sustainable practices focused on well-being is driving the market toward a comprehensive and irremediable transformation.



Changing consumer preferences regarding lifestyle and experiences, combined with restructuring opportunities, the growth of e-commerce, and the pressing need for supply chain improvements – all exacerbated by the undeniable impacts of the recent pandemic – are profoundly reshaping the industry. Sustainability, ESG principles, and transparency have emerged as cornerstones of innovation within the sector, directly influencing product development from conception to distribution as companies strive to meet the demands of increasingly conscious and ethical consumers.

Despite these advancements, persistent challenges in the supply chain remain a significant concern. The demand for efficiency and resilience is pushing for greater utilization of artificial intelligence to predict and mitigate potential bottlenecks. Connecting legal requirements with business considerations has become essential for managing risks and uncovering new opportunities. Specialized expertise in the product lifecycle for food and beverage industries is crucial, encompassing everything from qualitative and quantitative formulation to post-marketing aspects such as R&D, labeling, waste management, food safety, recalls, and litigation—as well as promotion, advertising, and marketing, including social media.

Meanwhile, market dynamics continue to be volatile, influenced by shifts in capital flows, geopolitical factors, global inflationary pressures, and economic uncertainties. Sector-specific issues, such as the growing pressure to demonstrate commitment to environmental, social, and governance (ESG) principles, make the outlook challenging to predict with clarity. However, the coming years hold significant potential. An enhanced focus on contractual arrangements within supply chains underscores the industry's resilience ethos.

Successfully navigating this dynamic landscape requires skilled maneuvers and adaptability in the face of ever-evolving challenges.

### OPPORTUNITIES

- China
- Expansion of e-commerce
- Growth of the organic food market
- Integration of ESG practices
- Strategic B2B partnerships
- Regulatory convergence
- Carbon market opportunities

### CHALLENGES

- China
- High volatility and macroeconomic pressures
- Supply shortages of raw materials
- Financial returns in emerging markets
- Stricter competition regulation

### Macrotrends

- China
- Increasing demand for sustainable products
- Technological innovation in production processes
- Emphasis on zero waste solutions
- Carbon market

### WORK HIGHLIGHTS

#### ▼ New horizons in corporate sustainability

We have developed a comprehensive inventory of ESG regulations in Brazil to enhance understanding of the applicable legal requirements within the sector. This initiative has streamlined compliance in key areas such as waste management, circular economy, and supply chain diligence, assisting the company in implementing robust ESG management controls and public disclosure obligations.

#### ▼ Responsible practices in the agribusiness supply chain

We provide specialized legal guidance to a leading multinational in the agribusiness sector focused on food supply, closely collaborating on environmental risk management throughout the soybean supply chain. Our efforts ensure compliance with environmental and labor laws while verifying the legitimacy of biomass suppliers through a thorough checklist analysis, thereby strengthening the company's sustainability practices and social responsibility initiatives.

#### ▼ Promoting sustainability and innovation in the beverage sector

We offer expert advice to a prominent beverage company in developing sustainable corporate strategies and establishing strategic partnerships. Additionally, we ensure regulatory compliance in innovative circular economy initiatives and assist in adapting to international regulations concerning plastic pollution.

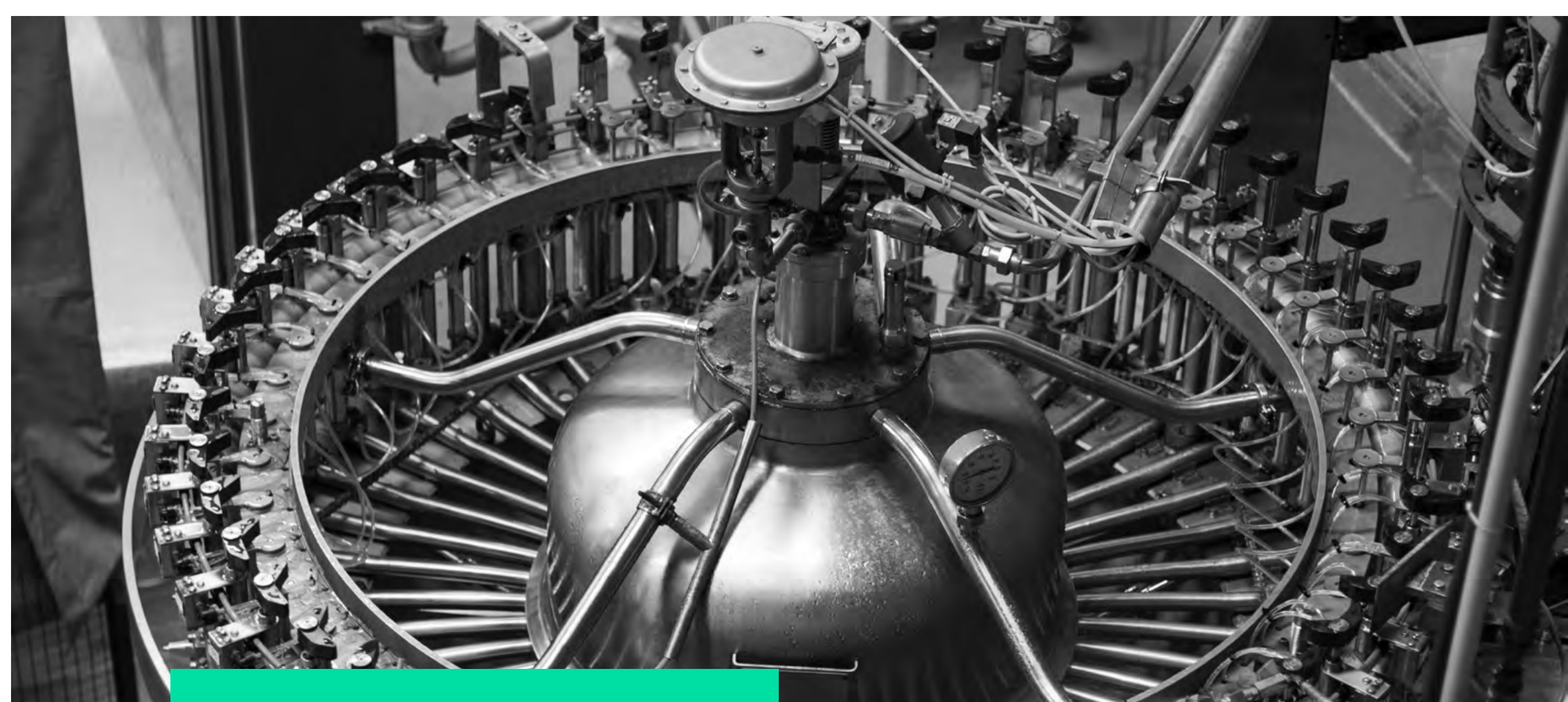
#### ▼ Facilitating health solutions implementation in Brazil

We support the expansion of a global leader in food solutions within the Brazilian market. Our specialized guidance covers areas including asset acquisition, tax strategies, regulatory compliance, and management of strategic partners in the supply chain. This comprehensive support ensures a successful and sustainable market entry, positioning the client for long-term success in the region.

## AREAS OF PRACTICE

A cross-sector and multidisciplinary team specialized in the sector

A range of technical professionals dedicated to supporting the daily operations of the sector



| Commercial Contracts | Corporate/M&A | EGVC | Environmental | Labor | Litigation and Arbitration | Project Finance | Regulatory, Policy Issues, and Compliance | Sustainability | Tax |

### GET TO KNOW OUR PARTNERS



**Bruna Rocha**  
Partner  
São Paulo



**Renata Salluh**  
Partner  
Rio de Janeiro and São Paulo