

PARTNER POOJA NAIR FEATURED IN L.A. TIMES FOOD & BEVERAGE INDUSTRY ROUNDTABLE

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Pooja S. Nair, Chair of ECJ's Food, Beverage and Hospitality Department, is featured as an industry expert in the 2022 *Los Angeles Times* Food & Beverage Industry roundtable. The article focuses on legal issues that food and beverage businesses should be aware of, key consumer trends, and emerging challenges facing the food and beverage industry.

Pooja discusses the pros and cons of being based in Los Angeles in 2022. "Since California has more stringent employment laws and higher labor costs than the rest of the country, Los Angeles is at the forefront of this trend. California consumers and employees are particularly litigious, so food and beverage companies are more likely to face lawsuits for a wide range of issues, including product advertising or labeling, website accessibility and consumer privacy protections."

In terms of consumer trends that the food & beverage industry can capitalize on, Pooja explains that transparency is important for forming brand loyalty. Consumers appreciate products that go beyond FDA requirements to inform customers about what is in the products, especially in advertisements.

[Click here to read the full *L.A. Times* roundtable discussion, including more of Pooja's insights.](#)

PROFESSIONALS

Pooja S. Nair

PRACTICE AREAS

Food, Beverage and Hospitality