

# FOOD MARKETING LAW 2024

## *Fab Food Lab: Creating Better Food for You and the Planet – Or Are We?*

*by Mary Ann L. Wymore  
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### *Panelists*

*Kate Eguchi  
Vice President & Associate General Counsel: Privacy, Marketing & Technology  
Whole Foods Market*

*Carleen Griffith  
Senior Counsel, Marketing & Trademarks, U.S. and International  
Restaurant Brands International*

*Brandi Van Leeuwen  
Associate General Counsel & Director of Privacy  
Meijer, Inc.*

This session will explore the benefits and risks in creating and marketing new food concepts, including cell-cultured meat products, plant-based meat alternatives, FDA regulatory interests, labeling requirements, health and sustainability claims, traceability, supplements, and more.