



Working with our food & beverage team

About Mathys & Squire

Dedicated to protecting and defending your future.

We are an IP powerhouse that puts our specialist knowledge to work for you, to strengthen and secure what most modern businesses today treat as one of their most valuable strategic assets. Our agile team of attorneys, scientists and strategists are steeped in experience, working with IP-rich and high-growth industries leveraging complex technologies and sophisticated commercial models.

A full-service IP firm with unrivalled expertise in patents, trade marks, design protection and litigation, Mathys & Squire is highly ranked in leading legal and IP directories, including *The Legal 500*, *Chambers and Partners*, *IAM Patent 1000* and *World Trademark Review 1000*.

Founded in 1910, we have over 110 years of experience in the protection and commercialisation of IP rights.

With over 65 qualified attorneys and a dedicated IP consulting team across offices in London, Birmingham, Cambridge, Manchester, Newcastle, Oxford, York, Luxembourg, Munich and Paris, as well as teams based in Belfast, China and Japan, our specialists cover a wide range of technical fields and industry sectors. Our attorneys and trainees have a mix of scientific degrees extending from chemistry, biochemistry, pharmacology, genetics, microbiology, plant sciences and zoology through to physics, electronics, telecommunications and engineering.

We protect, so that you can invent the future.



Our food & beverage team

Our dedicated sector group has extensive experience in the food and beverage industry. We understand the challenges faced by companies in this highly competitive and rapidly evolving market.

IP protection

In view of all of the recent changes within the food industry, relating to both government implemented changes and consumer demands, innovation is more prevalent than ever.

Many companies are looking to protect their innovation in this competitive industry. For companies planning to manufacture and sell their products, a patent provides an exclusive right, for a limited period, which can be used to prevent others from making, using or selling a patented product or using a patented process without the permission of the owner of the patent.

For companies who do not intend on manufacturing and selling their product, patents can be used to produce revenue through licensing.

Patent strategy

Mathys & Squire has extensive experience working with clients to maximise the effectiveness of their IP protection. This includes discussing IP protection in relation to the finished food product, a specific combination of ingredients (for example, prior to forming the finished food product), or the manufacturing process itself.

Our team also has experience with design law and can assist in seeking protection for the aesthetics of products, whether this is the food product itself, its packaging, or the get-up.

We are also able to advise on the scope of IP protection best suited to our clients' current needs and future requirements, whether this would include protection in the UK, Europe, US, China, Japan or other countries.

Why Mathys & Squire?

Our dedicated team has not only the technical expertise and significant experience of this sector, but a genuine passion for the diverse range of technologies and processes within the fast-paced food and beverage space. That passion and interest is ingrained in the strong relationships we build with our clients, in which we pride ourselves on providing both legal and commercial IP advice. It is through the development of these long standing relationships that we are able to anticipate their needs and values through commercial understanding, collaboration and creativity.

Experience and insights

Our team has a vast range of expertise which means whatever your product, we can advise on every aspect of the process through to market.

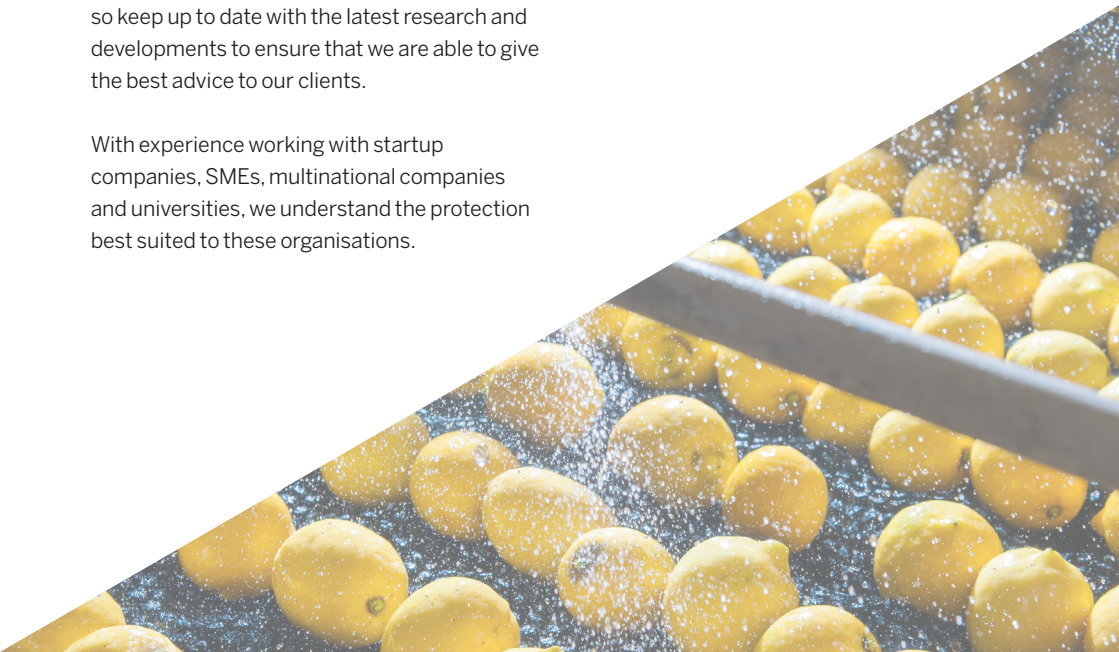
We have particular expertise in flavourings, coating compositions, baked products, plant-based foods, artificial meat, egg substitutes, dairy substitutes, cooking compositions, seasoning blends, chewing gum compositions, fat reduction technologies, preparation of agricultural products, natural oils isolation, micro-encapsulation of food ingredients, omega-3 fatty acids, protein filtration, sugar extraction and fermentation, CO2 dispensing, modified enzymes, as well as food packaging and processing.

We are aware that practices and trends within the food industry are constantly changing, and so keep up to date with the latest research and developments to ensure that we are able to give the best advice to our clients.

With experience working with startup companies, SMEs, multinational companies and universities, we understand the protection best suited to these organisations.

Representative clients in the food and beverage sector include:

- [AAK](#)
- [ConAgra Foods](#)
- [Newly Weds Foods](#)
- [Cotswolds Gin](#)
- [Drynks](#)
- [Lamb Weston](#)
- [FELDA](#)
- [Freddy Hirsch](#)
- [Meiji](#)
- [Mr. Lee's Noodles](#)
- [PepsiCo](#)
- [Perfetti Van Melle](#)
- [W M Wrigley](#)
- [Rich Products Corporation](#)



Our food & beverage insights

With a passion and technical interest in the food and drink industry, members of our team regularly produce articles for food sector publications, as well as content for videos, radio and podcasts

A selection of our sector-specific articles are available below:

- Where's the beef?
- Raising the steaks: a taste of what's to come
- Having your cake and eating it too - innovation in the food and drink industry
- The recipe for success: a platter of IP rights to protect your food and drink products
- Protecting intellectual property in the food and drink industry
- Exploiting intellectual property rights in the UK's food and drink sector
- The missing ingredient: why the food industry needs to protect its intellectual property
- The drive for healthier chocolate creates opportunities for IP

"We really enjoy working with our team of attorneys at Mathys & Squire. They have great technical knowledge which is very helpful for us as they understand our business. Overall, our feedback is very positive and we are happy with the service they provide."

AAK

The growth in the plant-based foods sector is undeniable, with the market expected to reach \$74.2bn by 2027. With political and social pressure to improve diets, and initiatives such as Veganuary, food manufacturers will invest millions to be able to provide innovative plant-based alternatives which trick the consumer into thinking they are eating the real thing. Throw into the mix the fact that different countries only have access to certain raw materials and you can see just how difficult the challenge is.

Meet our
team





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