



Maggie Craig

Partner

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Maggie Craig focuses her practice in civil litigation and regulatory compliance, with a specific emphasis on food, nutrition and dietary supplements, consumer products, food and consumer product recalls, corporate compliance and consumer fraud class actions.

She represents national and international manufacturers of food, dietary supplements, food start-ups, cosmetics, clothing retailers and a variety of consumer products. She also has international in-house experience, working abroad in Amsterdam, Netherlands as international regulatory and compliance legal counsel for a multi-national food company.

Maggie has hands on, in-depth experience navigating food and nutrition industry trends, Food and Drug Administration (FDA), Food Safety Modernization Act (FSMA), Federal Trade Commission (FTC), United States Department of Agriculture (USDA), Alcohol Tobacco Tax and Trade Bureau and Consumer Product Safety Commission (CPSC) regulations. She also has extensive experience with the scientific substantiation landscape related to product benefit statements, including health claims, structure function claims, qualified health claims and product formulations.

As in-house counsel, Maggie served as international legal counsel to more than 40 business units with particular emphasis on building and executing corporate compliance initiatives and related compliance matters, as well as extensive regulatory advising and risk analysis for US product benefit statements claims covering products ranging from baby food to adult dietary supplements.

Maggie's training in Nutrition and Food Studies from New York University combined with her litigation, regulatory and international in-house experience provides a particularly unique insight and advantage in food and dietary supplement-related litigation and regulatory matter and national and international corporate compliance matters.

RELATED SERVICES

- Litigation, Arbitration and Investigations
- FDA

RELATED SECTORS

- Food and Beverage

LANGUAGES SPOKEN

Spanish

LANGUAGES SPOKEN

- Spanish

EXPERIENCE

- International Legal and Regulatory counsel for infant foods division in a multi-national food company based in Amsterdam, Netherlands, focusing on regulatory and compliance matters across more than 40 business units worldwide
- Regulatory advising and label claims risk assessment for multi-national food company's infant foods, toddler foods/follow on formulas, cereal bars and adult dietary supplements, including a variety of FDA regulations including use of vignettes, structure function claims, disease claims, nutrient content claims, "natural" claims, gluten free claims and other product benefit statements
- Regulatory advising and coordination with TTB regarding alcohol importer's permit application for foreign entity importing products through US subsidiary
- Regulatory advising, classification assessment and label review for malt beverage and beer products
- Regulatory advising and coordination with TTB regarding tobacco manufacturer's amended permit application due to change in control, involving international parent company and complex corporate structure
- Representation of international wine manufacturer related to recall of foreign manufactured wine bottles containing glass particles
- Regulatory advising and label claims risk assessment for multi-national food company's infant foods, toddler foods/follow on formulas, cereal bars and adult dietary supplements, including a variety of FDA regulations including use of vignettes, structure function claims, disease claims, nutrient content claims, "natural" claims, gluten free claims and other product benefit statements
- Regulatory advising and risk analysis for yogurt products regarding compliance with FDA regulations and use of terms such as "fresh"
- Regulatory advising and risk analysis for company providing organic food kits, including a various USDA regulatory implications, organic claims, CGMPs, HACCP and food facility requirements
- Regulatory advising regarding bottled water label requirements and label claims
- Regulatory advising regarding country of origin labelling and Tariff Act implications for imported frozen vegetable products
- Representation of international supplier of stevia and sweetener products involving alleged false advertising of "all natural" claims, resulting in supplier not facing class action litigation
- Representation of international cinnamon roll retail food establishment involving international recall of cinnamon roll products due to peanut contamination in supplier's flour
- Representation of pretzel/hot dog distributor regarding presence of foreign metal and plastic particles in pretzel dog products
- Representation of international sweetener manufacturer involving crisis management and recall considerations for potential biohazard contamination of foreign manufactured sweetener product, including coordination with multiple international governmental authorities during respective investigations
- Regulatory advising and risk analysis for international sweetener manufacturer regarding packaging and labelling compliance under FDA regulations for stevia product
- Regulatory advising and risk analysis for lactation dietary supplement product, including analysis of organic claims, natural claims, gluten free claims, nutrient content claims and labeling for pre-specified groups
- Regulatory advising and analysis for national restaurant chain regarding menu labeling laws and compliance with USDA regulations for meat, poultry and organic claims
- Regulatory advising and analysis of nutrition labeling requirements for company offering food kits designed for children, including "cottage law" implications
- Regulatory advising for international clothing retailers regarding a variety of compliance matters, including national plastic bag ordinances, retail price verification laws and restricted substances
- Representation of international clothing retailer related to CPSC recall efforts involving lead in children's products and related import/export and product detention implications for foreign manufactured products
- Representation of Canadian clothing retailer related to importation and recall negotiations with CPSC regarding certain adult and children's clothing products with compliance concerns
- National counsel and team member for Bayer regarding alleged false advertising of One-A-Day Men's Health Formula and One-A-Day Men's 50+ multivitamins in three separate litigations, resulting in one extremely favorable settlement in Ohio; one dismissal via defeat of class certification in South Carolina; and a detailed 83-page opinion granting summary judgment for Bayer in California (Johns v. Bayer Healthcare, LLC, 2013 WL 1498965)

- Defense of international supplier of stevia and sweetener products involving alleged false advertising of "all natural" claims, resulting in supplier not facing class action litigation
- Defense of manufacturers of glucosamine products in consumer fraud, unfair competition and false and misleading advertising class actions
- Defense of Bayer's One-A-Day WeightSmart in multiple jurisdictions involving allegations of false advertising
- Defense of food and beverage manufacturer in consumer fraud class action regarding probiotic fruit beverage products, resulting in extremely favorable injunction-only terms and no damages paid by defendant
- Defense of a major oil pipeline company against allegations of soil and groundwater contamination and related environmental remediation, resulting in summary judgment win for client
- Defense of a public transportation company following a train collision resulting in mass tort litigation
- Pro bono representation of a social security applicant before Social Security Administration; obtained favorable judgment enabling the client to receive social security disability benefits during a defined recovery period
- Pro bono defense of an individual in a property contract dispute; successfully negotiated settlement
- Pro bono representation of a family of Haitian national applicants seeking asylum in the United States based on persecution for political opinions, resulting in full grant of asylum
- Pro bono representation of a Mexican national applicant seeking asylum in the United States based on persecution for sexual orientation
- Extensive involvement with managing and coordinating large scale electronic discovery, document review and document productions

CREDENTIALS

Admissions

- California
- Massachusetts

Education

- J.D., Brigham Young University
- B.S., Nutrition and Food Studies, New York University 2006
magna cum laude

Memberships

- State Bar of California
- American Bar Association
- Defense Research Institute
- Food and Drug Law Institute
- Association of Business Trial Lawyers
- San Diego County Bar Association

INSIGHTS

Publications

Food and Beverage News and Trends

21 February 2020

Food and Beverage News and Trends

Members of Congress protest proposed changes in federal school meal program; plant-based company sues California regulators on free speech grounds.

Food and Beverage News and Trends

7 February 2020

Food and Beverage News and Trends

Virginia moves to define "milk," court overturns Kansas ag-gag law, plus vanilla, glyphosate, and Hep A back in the news.

Food and Beverage News and Trends

24 January 2020

Food and Beverage News and Trends

Appeals court strikes down Missouri alcohol advertising rules on free speech grounds; USDA loosens school lunch nutrition rules; plus news of salads, e-cigarettes, serving sizes, and a new dietary fiber

Food and Beverage News and Trends

11 December 2019

Food and Beverage News and Trends

Nomination of new FDA head advances, plus rose chocolate, meat wars, cage-free hens, and the last near-beer state.

Food and Beverage News and Trends

15 November 2019

Food and Beverage News and Trends

The FDA addresses the future of food safety, plus labels for plant-based "meat"; vapes in the news; and cotton... for dinner?

Food and Beverage News and Trends

14 October 2019

Food and Beverage News and Trends

In this issue, is it time to revise food standards of identity? Plus vaping, alcohol labels, and a potential commissioner for the FDA.

Food and Beverage News and Trends

23 September 2019

Food and Beverage News and Trends

In this issue, USDA publishes hog slaughterhouse rule, flavored e-cigarettes in the news, plus vegetarian meat, chocolate milk, bottle sizes, sugary snacks.

The CBD problem: searching for a legal pathway for CBD in foods and supplements

20 September 2019

The current state of the laws and regulations in the US, and potential pathways to a resolution.

Food and Beverage News and Trends

6 September 2019

Food and Beverage News and Trends

In this issue, FDA warning letter puts papaya industry, and food sector, on notice; cell-based meat companies form trade group; Florida ponders reforming alcohol laws.

Food and Beverage News and Trends

20 August 2019

Food and Beverage News and Trends

In this issue, FDA issues first warning letter under the FSMA foreign supplier verification requirements, Seattle wrangles over soda tax revenue, plus school meal standards, clean water, and Hep A in the news.

Food and Beverage News and Trends

6 August 2019

Food and Beverage News and Trends

In this issue, Gottlieb calls on FDA to act on CBD, Arkansas meat-labeling law faces constitutional challenge, plus meatballs, leafy greens, GMOs.

Food and Beverage News and Trends

18 July 2019

Food and Beverage News and Trends

In this issue, lawsuits fight state meat-labeling laws, call for cancer warning on alcohol, high court strikes down Tennessee alcohol sales statute, plus bison, blood pressure, beverage taxes, best if used by.

Food and Beverage News and Trends

21 June 2019

Food and Beverage News and Trends

In this issue, FDA settles suit on deadlines for reporting on high-risk foods, TTB announces new "Conditional Approval" process for alcohol labels, plus PFAS, biotech, added sugars, frozen food recalls.

Food and Beverage News and Trends

10 June 2019

Food and Beverage News and Trends

In this issue, Sharpless pledges continuity, fruit juice linked to higher mortality, court OKs mobile vendor rule, plus kombucha, alcohol, salt, SNAP.

Food and Beverage News and Trends

10 MAY 2019

Food and Beverage News and Trends

In this issue, Q1 food recalls down, FDA bolsters oversight of biologically modified animals, Texas approves to-go beer sales from breweries, Louisiana bans cauliflower "rice."

Food and Beverage News and Trends

26 APR 2019

Food and Beverage News and Trends

In this issue, go-slow approach urged for salt reduction plan, developments in state alcohol regulation, and sweeteners in the news

Food and Beverage News and Trends

15 APR 2019

Food and Beverage News and Trends

In this issue: Three more states move to prohibit use of term "meat" for cell-cultured products, and when is rice not rice?

Food and Beverage News and Trends

1 APR 2019

Food and Beverage News and Trends

In this issue, livestock groups ask for change in regulation of genetically engineered animals, state legislatures ponder alcohol laws.

Food and Beverage News and Trends

19 MAR 2019

Food and Beverage News and Trends

In this issue, Dietary Guidelines panel to hold first meeting, new acting director for FDA, states look at their alcohol laws.

Food and Beverage News and Trends

21 FEB 2019

Food and Beverage News and Trends

In this issue, FDA moves against false claims for dietary supplements, court grants injunction against city law on sugary-drink ads.

Food and Beverage News and Trends

25 JAN 2019

Food and Beverage News and Trends

In this issue, FDA continues crucial food surveillance, shutdown hamstrings craft brewers, plus news about meat, whiskey, and Tennessee's alcohol retail law.

Food and Beverage News and Trends

4 JAN 2019

Food and Beverage News and Trends

In this issue, FDA head chides e-cigarette makers, USDA announces GMO labeling rules, grocery manufacturers implement new use-by labeling, plus: beer.

Food and Beverage News and Trends

19 DEC 2018

Food and Beverage News and Trends

In this issue, one source of romaine outbreak identified, guidance for California alcohol retailers in aftermath of fires

Food and Beverage News and Trends

3 DEC 2018

Food and Beverage News and Trends

In this issue, Senate holds confirmation hearings for top food safety post; new labeling and advertising rules aim to reduce burden on alcohol industry

Food and Beverage News and Trends

19 NOV 2018

Food and Beverage News and Trends

In this issue, FDA plans new restrictions on e-cigarettes, FDA and USDA announce details on joint regulation of cell-cultured meats, Chicago voters say yes to plastic straw ban, more.

Food and Beverage News and Trends

26 OCT 2018

Food and Beverage News and Trends

In this issue, Walmart food safety executive joins FDA, redefining "healthy," revisiting standards of identity, more.

Food and Beverage News and Trends

16 OCT 2018

Food and Beverage News and Trends

In this issue, were dairy cows the culprit in the largest-ever Salmonella recall of ground beef?

Food and Beverage News and Trends

1 OCT 2018

Food and Beverage News and Trends

In this issue, the FDA ponders releasing retailer names during food recalls and takes major steps against e-cigarettes.

Food and Beverage News and Trends

7 SEP 2018

Food and Beverage News and Trends

In this issue, FDA chief Gottlieb speaks out against kratom, plus kids' meals, milk, and meat in the news

Food and Beverage News and Trends

20 AUG 2018

Food and Beverage News and Trends

In this issue, FDA to provide more info on food packaging terms, plus raw milk, lab meat, GMOs, and a cattle feedlot becomes a suspect.

Food and Beverage News and Trends

27 JUL 2018

Food and Beverage News and Trends

In this issue, FDA says it will begin to take action against nondairy milk products.

Food and Beverage News and Trends

29 JUN 2018

Food and Beverage News and Trends

In this issue, FDA moves to assert jurisdiction over lab-grown meat, court affirms ruling on glyphosate safety

Food and Beverage News and Trends

15 JUN 2018

Food and Beverage News and Trends

In this issue, suit against ag-gag law revived, movement against plastic straws grows, Golden Rice nutrient claim rejected.

Food and Beverage News and Trends

1 JUN 2018

Food and Beverage News and Trends

In this issue, salmonella outbreak linked to eggs, a legal definition of "meat," call for new safety requirements for produce.

Food and Beverage News and Trends

18 MAY 2018

Food and Beverage News and Trends

This regular publication by DLA Piper lawyers focuses on helping clients navigate the ever-changing business, legal and regulatory landscape.

Food and Beverage News and Trends

26 APR 2018

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17 APR 2018

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23 MAR 2018

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Food and Beverage News and Trends

6 MAR 2018

Food and Beverage News and Trends

This regular publication by DLA Piper lawyers focuses on helping clients navigate the ever-changing business, legal and regulatory landscape.

- Co-Author, "Advising Food Company Executives at a Time of Increase Regulatory Risk," *Today's General Counsel*, Aug-Sept 2017
- Co-Author, "2-49 Corporate Compliance Practice Guide § 49, Specific Corporate Compliance Challenges," *Industry: Food*, 2016
- Co-Author, *Defeat on Washington I-522 GMO Labeling*, (Nov. 2013)
- Co-Author, *DLA Piper Secures Victory for Bayer in False Advertising Class Action*, (April 2013)
- Co-Author, *FDA Declines to Define "Natural,"* (January 2014)
- Co-Author, *Review of Key Cases and Settlements in 2013, and a Look Ahead to 2014*, "All Natural" Presentation, Food & Drug Law Institute Food Advertising Conference, Nov. 6, 2013 (New York, NY)
- Co-Author, *How to Defend Against Deceptive Packaging and Labeling Claims: What to Do if there is No Settlement In Sight*, American Conference Institute Food & Beverage Consumer Fraud Litigation Conference, Jan. 28, 2014 (San Francisco, CA)
- Co-Author, *Scientific Substantiation Standards for Dietary Supplement Health Benefit Statements* (*Article Pending)

NEWS

DLA Piper advises Act II Global Acquisition Corp. in combination with Flavors Holdings Inc. subsidiaries Merisant Company and MAFCO Worldwide LLC

26 December 2019

DLA Piper represented Act II Global Acquisition Corp. in a business combination with Flavors Holdings Inc. subsidiaries Merisant Company and MAFCO Worldwide LLC.

DLA Piper represents Blue Diamond Growers in complete victory

24 December 2019

DLA Piper represented Blue Diamond Growers (Blue Diamond), defending it against a putative nationwide class action filed in the Eastern District of New York.

DLA Piper announces partnership promotions for 2019

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.
