



### John Packman

#### Of Counsel

john.packman@dlapiper.com

#### Atlanta

T: +1 404 736 7778

F: +1 404 682 7797

John Packman became Of Counsel to DLA Piper in November 2018, working in the firm's Food and Beverage sector from the Atlanta office. He spent the previous 21 years at The Coca-Cola Company, where he developed and led the Legal Division's global food law and advertising substantiation team.

- Litigation, Arbitration and Investigations

While at Coca-Cola, John provided counsel not only to marketing and various other departments at corporate headquarters, but also to the company's business units around the world. He focused on ensuring the defensibility of advertising, labeling and other public communications about the attributes of new and existing ingredients and products, including their relationship to health.

He is highly skilled at navigating the intersection of:

- the FDA's regulation of food and
- the laws that
  - prohibit false and misleading advertising and
  - require claims to be adequately substantiated

John also supported clients in ensuring the safety of the company's products and their compliance with legal and regulatory requirements. He counseled Coca-Cola North America's Incident Management and Crisis Resolution team, which handled recalls.

In addition, he represented Coca-Cola on the legal committees of the Grocery Manufacturers Association and the American Beverage Association.

During his 35-year legal career, John also previously served as in-house counsel for the Quaker Oats Company and Mead Johnson, handling product claims and FDA-related issues.

## Admissions

- District of Columbia
- Georgia

- Illinois

## Education

- J.D., Harvard Law School
- A.B., Princeton University

## INSIGHTS

---

## Publications

- Author, "Allergens: Where Food Safety and Labeling Intersect," *Food Safety Magazine*, February 2020

## NEWS

---

### **DLA Piper represents Blue Diamond in dismissal of class action lawsuit**

14 December 2020

DLA Piper represented Blue Diamond Growers in the dismissal of a class action lawsuit filed in the US District Court for the Southern District of New York.

---