



HALL BOOTH SMITH, P.C.  
ATTORNEYS AT LAW

# NAVIGATING STARTUP AND COMPLIANCE WITH ALCOHOL BEVERAGE LAWS

Hall Booth Smith's **Alcohol Beverage Law Practice Group** is led by experienced attorneys who have written alcohol legislation at the state and local levels, served as general counsel for an import and distribution company, handled the full spectrum of licensing and labeling requirements and guided companies through a wide range of entity formation and operational matters such as joint ventures and distribution agreements.



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Whether you are starting a new company that will produce, distribute or sell alcoholic beverages, or have an existing brand with an evolving business model or own a restaurant or bar that serves alcohol, the team at Hall Booth Smith has extensive experience in the full spectrum of legal and regulatory matters with which your company must comply.

## OUR SERVICES INCLUDE:

### BUSINESS FORMATION

- Entity selection such as LLC, S Corporation, Sole Proprietorship, Partnership
- Articles of incorporation or organization
- Business registration
- Business structure - Leadership roles, ownership, distribution of profits, etc.
- Risk mitigation -- Potential changes in investors/ownership, intellectual property, succession planning, etc.
- Name selection

### SECURING A LOCATION OR FACILITY

- Site identification
- Site selection
- Economic incentives
- Facility feasibility -- Ensuring adequate drainage, storage, HVAC, etc.
- Lease negotiation
- Operating agreements
- Obtaining a business license
- Obtaining certificate of occupancy
- Inspection by the U.S. Department of Agriculture

### TRADEMARKS AND INTELLECTUAL PROPERTY

- Researching brand name, logos, labels and word marks
- Registering trademarks
- Employment agreements to protect intellectual property, brewing recipes, distillation techniques, etc.

### PERMITTING AND LICENSING

- Applying for federal, state and local licensing
- Commercial licenses
- Obtaining approval from the Alcohol and Tobacco Tax Trade Bureau (TTB)
- Obtaining Certificate of Label Approval (COLA)
- Compliance with on-premise consumption laws
- Premises liability and insurance matters
- Training for employees

### DISTRIBUTION AND IMPORTATION

- Distribution agreements
- Importation agreements
- Licensing
- Joint ventures, partnerships, etc.

## OUR TEAM INCLUDES:



**MICHAEL S. MEYER VON BREMEN**  
229.436.4665 • [mmvb@hallboothsmith.com](mailto:mmvb@hallboothsmith.com)

Michael is a Partner in our Albany, Georgia office, and he serves as Chair of the Alcohol Beverage Law Practice Group. He is a foremost expert on alcohol laws, and he wrote and co-sponsored legislation pertaining to Georgia's alcohol laws when he was a five-term State Senator earlier in his career. He guides clients through the complexities of federal, state and local statutes to ensure they are in compliance, and helps keep them abreast of frequent changes in ordinances at all levels.



**SCOTT COLE**  
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Scott is Of Counsel in Atlanta, and he serves as Co-Chair of the Alcohol Beverage Law Practice Group. A native of Atlanta, he has extensive experience drafting alcohol ordinances for counties and cities throughout Georgia, and works with restaurant and bar owners who are applying for or transferring their alcohol licenses so they can efficiently navigate and comply with local laws and spend more time growing their businesses.



**DANIELLE HALL**  
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Danielle is an Associate in our office in Charlotte, North Carolina, and she previously served as general counsel for a wine import and distribution company. A recognized expert on alcohol laws, she helps clients on a wide range of legal and regulatory matters such as obtaining federal and state licensing, gaining approval from the Alcohol and Tobacco Tax Trade Bureau (TTB), obtaining Certificate of Label Approval (COLA) and complying with on-premise consumption laws.



**JOHN PARKERSON**  
404.954.5000 • [jparkerson@hallboothsmith.com](mailto:jparkerson@hallboothsmith.com)

John is Of Counsel in Atlanta, and he specializes in entity and business formation; economic incentives, site selection and procurement; and negotiating contracts for distribution, importation; and the full range of corporate and operational matters such as joint ventures, alliances and licensing agreements.







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# ALCOHOL BEVERAGE LAW PRACTICE GROUP



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