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#UIATurin

Legal Implications for Marketing and Advertising Agreements. Providing Effective Advice to Maximize Benefits and Avoid Pitfalls – Food and Beverages as a Case Study

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Seminar presented by the UIA



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Evolution in F&B Strategic Management

- Why industry trends matter
- Global F&B trends
- Italian national economy



Why industry trends matter

- **Food and Beverage brands are under pressure : climate change and geopolitical instability are creating supply chain challenges while regulations around junk food advertising are forcing the industry to adapt; consumers are gravitating towards functional foods and turning to social media for inspiration.**

Why industry trends matter

- **Marketing managers need to understand shifts in consumer behaviour quickly to mitigate potential risks, make informed strategic decisions and thrive in this ever changing market. The evidence suggests this volatility is changing how marketers and business leaders act.**

Why industry trends matter

- **Almost half (47%) of senior decision makers in F&B companies, surveyed by research organization WTW (1) say they are reviewing their business continuity plans every six months and 31% are doing quarterly.**

(1) WTW REPORT 2025

An aerial view of a city, likely Turin, Italy, featuring a prominent tower (Mole Antonelliana) and a dense urban landscape with mountains in the background. The image is overlaid with a semi-transparent blue filter.

Global F&B trends

1) Threats to the supply chain

Companies are bolstering supply chains in the face of disruptions like unpredictable weather and geopolitical instability.



Global F&B trends

2) Stricter rules for food and advertising to children.

Several countries are ramping up regulations around advertising of less healthy foods, especially those aimed at children.

These new rules characterise a new and more mature movement in web regulation that is growing around the world.

An aerial photograph of a city, likely London, showing a large, ornate building with a tall, thin spire (St. Paul's Cathedral) in the center. The city is surrounded by green hills and mountains in the background. The image is slightly faded to serve as a background for the text.

Global F&B trends

3) Doubling down on private label.

Retailers are betting on the continued expansion of the private label market as consumer demand for more affordable options grows.

Global F&B trends

4)The rise of functional food spurs innovation.

Functional nutrition is gaining popularity, with more consumers seeking food and beverages that offer added health benefits beyond sustenance and flavour.

5) Social media shapes food and drink culture especially for GenZ . Social media is influencing our diets and inspiring consumers to experiment.(2)

(2)The Geiste Report 2024:discover the driving forces shaping the world

Italian national economy

- The agri-food sector is a driving force in the national economy.
- Countless challenges and pitfalls are continually appearing, threatening to jeopardise the sustainability of the achievements made in regards to quality and excellence
- An ageing population, changing tastes of the population, climate change, are issues we are already familiar with

Italian national economy

- **However, in the last few months, other dynamics have come to the forefront, many of which still have an uncertain outcome.**
- **Faced with such a dynamic context, Italy, which this year will reach 70 billion in exports, must question itself on how to maintain a leading role in the global agrifood market, built also thanks to the success of DOP and IGP products**

Italian national economy

- **The advancement of new technologies, such as artificial intelligence and biotechnology, and emerging elements, such as synthetic meat and the Nutriscore, poses crucial challenges and it is essential that Italy develop its own digital ecosystem capable of bringing to life one of the most strategic sectors of its economy, such as the agri-food sector.**

Italian national economy

- Italy must protect Italian excellences from the *Italian Sounding*, a practice that is not considered illegal, unlike counterfeiting.
- The damage caused to made in Italy by the *Italian sounding* is about 63 billion euros.(3)
- Among the most affected are Parmigiano Reggiano DOP, Grana Padano DOP and balsamic vinegar of Modena IGP
- Case studies. Parmesan cheese, Prosek, Zottarella
- (3)Qualivita June 2024