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case study

Major foods manufacturer

the challenge:

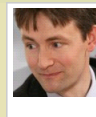
Our client, a major manufacturer of food products, tendered to a national foods & drinks franchise business for the supply of food products. We were instructed to negotiate the form of long-term supply agreement from the franchise business, ensuring it adequately protected the client without damaging the commercial imperative of winning the contract - which would significantly increase our client's business.

our approach:

Rather than commence a wholesale redraft of the agreement, we created a 'top 10' list of our client's commercial and legal concerns with the draft contract from the franchise business; allowing a 'light' touch style on the negotiations. We also provided practical guidance to our client's in-house counsel when dealing with specific key legal issues.

the result:

Commercial imperatives were not lost in the minutiae of legal issues and by liaising with our client's in-house legal counsel on the negotiation of legal issues we were able to secure a significant contract that was acceptable to our client's parent company and which met their commercial needs.



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