

Martin J. Hahn

Partner

Washington, D.C.

Biography

Using his background in food technology and his comprehensive understanding of the laws governing the food industry, Martin Hahn helps clients navigate through the countless regulatory and business issues impacting the industry from farm to table.

He recognizes the demands clients face and finds innovative and creative solutions, particularly when responding to observations raised by regulators during inspections. Whether the issue involves obtaining the authorization of a new food or dietary ingredient, complying with manufacturing requirements, labeling or advertising, product recalls, or enforcement, Martin serves as an effective advisor and advocate.

Martin has handled almost every issue impacting the food industry. He has a comprehensive understanding of the laws affecting the labeling and advertising of foods, dietary supplements, infant formulas, medical foods, and foods for special dietary use. He helps anticipate new trends and develops the data needed to distinguish a client's products from others on the market. Martin uses his understanding of science and technology in the food industry to provide assistance in obtaining regulatory authorizations to market new food ingredients, food packaging materials, and dietary ingredients. He assists in responding to proposed regulations and draft guidance to keep clients informed



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Practices

Food Law

on the latest trends in class action law suits to help anticipate new regulatory initiatives.

Martin grew up on a farm and worked in food processing plants before going to law school. His hands-on experience in the field and degree in food technology allow him to better understand the challenges his clients face in complying with the laws impacting food manufacturing. He understands Hazard Analysis Critical Control Point (HACCP) and the regulations under the Food Safety Modernization Act (FSMA).

Representative experience

Obtained FDA authorization for a food contact substance that will be used in a medical device to digest fats in foods prior to administration.

Worked with industry coalition and FDA in seeking an orderly phase out of the use of partially hydrogenated oils by the food industry.

Submitted comments on behalf of food trade associations that resulted in increased flexibility in FSMA final regulations.

Developed legal and scientific support leading to favorable resolution of litigation challenging Proposition 65 warning for caramel color.

Helped company respond effectively to a 483 challenging their manufacturing practices and resolved issues without FDA issuing a Warning Letter.

Awards and rankings

- Food and Beverage Law, *The Best Lawyers in America*, 2018
- FDA Law, *The Best Lawyers in America*, 2018
- Acritas Star, *Acritas Stars Independently Rated Lawyers*, 2017-2020

Areas of focus

Medical Foods and Dietary Supplements

Food Compliance and Enforcement

Food Advertising and Regulation

Trade Association Governance

Food Recalls

Food Legislation and Regulatory Policy Development

International Regulatory Compliance

Cell, Tissue, and Gene Therapies

Education and admissions

Education

J.D., Northwestern University School of Law, 1989

B.S., The Ohio State University, 1986

Memberships

Associate Member, Association of Food and Drug Officials

Member, District of Columbia Chapter, Institute of Food Technologists

Bar admissions and qualifications

District of Columbia

- Food & Beverages: Regulatory & Litigation (Nationwide), *Chambers USA*, 2009-2019
- Food and Drugs, *Washington, D.C. Super Lawyers*, 2013-2017

Latest thinking and events

- Hogan Lovells Publications
 - COVID-19 Update: FDA and TTB response to increased demand for alcohol-based hand sanitizer production
- Hogan Lovells Publications
 - FDA announces temporary flexibility regarding nutrition labeling due to COVID-19 pandemic
Food Law Alert
- Hogan Lovells Publications
 - COVID-19 update: FDA issues updated guidance for food industry
- Webinar
 - Top COVID-19 considerations for the food industry
- Hogan Lovells Publications
 - COVID-19 Update: Supplemental Update on Essential Critical Infrastructure Workers
- Hogan Lovells Publications
 - COVID-19 Update: Food and agriculture critical infrastructure sector classification and state and local restrictions and curfews

Accolades

"The 'well-respected and very perceptive' Martin Hahn has a comprehensive understanding of FDA and FTC-related matters. He has advised various leading industry players on issues regarding ingredients, labeling and advertising."

Chambers USA 2015
