

## 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 He assists in responding to proposed regulations and draft guidance to keep clients informed



### Phone

+1 202 637 5926

### Fax

+1 202 637 5910

### Email

[martin.hahn@hoganlovells.com](mailto:martin.hahn@hoganlovells.com)

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### Practices

Food Law

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### 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

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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*, 2017-2019

## Education and admissions

### Education

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

B.S., The Ohio State University, 1986

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### Memberships

Associate Member, Association of Food and Drug Officials

Member, District of Columbia Chapter, Institute of Food Technologists

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### Bar admissions and qualifications

District of Columbia

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### 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*

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- 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
  - National Advertising Division issues decision on "0 g added sugars" claim for oatmilk
- Hogan Lovells Publications
  - FDA Issues Final Guidance on Added Sugars Labeling for Honey, Maple Syrup, Other Single-Ingredient Sugars and Syrups, and Certain Cranberry Products
- Hogan Lovells Publications
  - FDA Issues Draft Guidance Allowing the Use of "Potassium Chloride Salt" as a Common or Usual Name
- Hogan Lovells Publications
  - FDA Issues Final Guidance on FCN Requirements for FCS in Contact with Infant Formula and Human Milk
- Hogan Lovells Publications
  - CBD at TTB: TTB issues new industry circular on hemp-derived ingredients in alcohol beverages *A Seat at the Table*
- Hogan Lovells Publications
  - FDA Releases Draft Guidance regarding the Low Calorie Sweetener – Allulose