



Alan F. Pryor

Partner

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Related Services

Litigation ■ Commercial ■ Class Action & Multidistrict Litigation ■ Food, Beverage & Agribusiness

Alan Pryor is a partner with Alston & Bird's Litigation & Trial Practice Group and a member of the firm's Food & Beverage and Insurance class action Teams. An experienced litigator and trial attorney, Alan represents clients across multiple industries in complex commercial litigation and class action disputes, with a particular focus on the food, beverage, and alcohol space and insurance issues. Alan has represented clients in a wide variety of disputes before state and federal courts across the country, including class action defense, breach of contract, fraud, false advertising and unfair competition, business torts, and corporate governance. He is well known for his thought leadership in the food and beverage and alcohol industries as a co-author of the firm's monthly Food & Beverage Digest and as a regular speaker on the top legal and regulatory issues facing the industries. Alan is recognized by *The Best Lawyers in America*® in "Ones to Watch" for commercial litigation.

Before joining Alston & Bird, Alan clerked for the Hon. Dudley H. Bowen, Jr. of the U.S. District Court for the Southern District of Georgia. While attending law school, he served as senior managing editor for the *Georgia Law Review* and research assistant for Rebecca H. White, Dean and J. Alton Hosch Professor of Law.

Representative Experience

Food, Beverage, and Alcohol Class Action

- Representing one of North America's largest food companies as part of its national product labeling class action defense team:
- Defeated class certification in a putative consumer class action challenging purported origin claims on kettle chips products.
- Obtained summary judgment in a consumer class action challenging nutrient content labeling on spray food products.
- Obtained complete dismissals of putative class actions raising an array of flavor, ingredient, PFAS, and other alleged contaminants claims on food products.
- Defending against putative consumer class actions challenging purported sustainability claims and other food labeling claims.
- Representing a global Fortune 500 beverage company in consumer class actions raising flavor, ingredient, and purported PFAS and other alleged contaminants claims against beverage products in the client's portfolio.
- Representing a global casual dining restaurant and sports bar chain against putative nationwide class claims challenging the chain's boneless wings product.

- Providing ongoing litigation defense and regulatory counsel to alcohol, food, and beverage manufacturers, producers, and retailers regarding regulatory compliance, claim substantiation, and risk mitigation.

Insurance and Consumer Class Action

- Trial counsel for a life insurer defending against a class claim for breach of contract relating to cost-of-insurance rates.
- Providing strategic litigation counsel to insurers and entities operating in Georgia on time-limited (*Holt*) demands and bad faith insurance litigation.
- Defending an automobile distributor against putative class claims challenging charging times claims for electric vehicles and plug-in hybrids.
- Obtained a dismissal on behalf of a Fortune 500 company and major wireless carrier in defense against a nationwide putative class action alleging violations of and compliance with the federal Telephone Consumer Protection Act.

Complex Commercial Litigation

- Trial counsel for a Fortune 500 technology manufacturing services company in a breach of contract action against a Fortune 500 technology and manufacturing conglomerate.
- Representing a global coffee and donut chain in trademark infringement and dilution action concerning its use of the phrase “Great Taste, Plant-Based” for a breakfast sandwich.
- Obtained favorable settlements for a top global pet products company in separate lawsuits challenging the advertising and labeling of competitors’ products.
- Obtained dismissal on behalf of a software developer in a business dispute against one of the largest privately held hospitality management companies in the world.
- Obtained judgment in favor of a financing authority in bringing a constitutional challenge to legislation that would have eliminated the authority and impaired private education institutions’ ability to obtain financing.
- Defended a public utility holding company and subsidiary electric utility against fraud and breach of contract claims relating to the construction of an energy facility with favorable results for the client.
- Obtained summary judgment for an international engine manufacturer against wrongful termination and breach of contract claims brought by a regional engine distributor.
- Defended a reinsurance company against breach of contract, fraudulent transfer, and alter ego claims arising out of two reinsurance agreements with favorable results for the client.

Publications & Presentations

Publications

- “Good-Faith Considerations for Bad-Faith Insurance (*Holt*) Litigation in Georgia,” *Daily Report*, September 7, 2023.
- “Split Looms over 9th Circ. Injunctive Relief on False Labeling,” *Law360*, June 7, 2022.
- “Alcohol Labelling Litigation: Spotting Red Flags and Reducing Exposure,” *New Food Magazine*, May 11, 2022.
- “Recent Alcoholic Beverage Labeling Suits Offer Best Practices,” *Law360*, November 17, 2021.
- “Eleventh Circuit Allows Article III Standing for Disclosure of Sensitive Information Relating to Debt,” *Pratt’s Journal of Bankruptcy Law*, Vol. 17, No. 6, September 2021.
- “9th Circ. Honey Label Ruling Reflects ‘Common Sense’ Shift,” *Law360*, July 30, 2021.

- “The Blue Bell Ice Cream Listeria Outbreak and Its Fallout,” *Food Safety News*, August 1, 2019.

Presentations

- “To Speak or Not to Speak: What Marketing Needs to Know,” 31st Annual Symposium on Alcohol Beverage Law & Regulation, National Alcohol Beverage Control Association (NABCA), Arlington, VA, March 11–12, 2024.
- “Building the Young Litigator's Toolbox (Trial Practice),” 2024 CLE by the Hour, Atlanta Bar Association, webinar, February 15, 2024.
- “RTD Revolution: Navigating the Legal Landscape of Ready-to-Drink Cocktails,” DISCUS 2023 Annual Conference, Chicago, IL, June 13-15, 2023.
- 30th Annual Symposium on Alcohol Beverage Law & Regulation, National Alcohol Beverage Control Association (NABCA), Arlington, VA, March 12-14, 2023.
- “FDA and Alcohol: Trends in Alcoholic and Alcohol-Free Products, Regulatory Framework, and Marketing and Labeling Compliance,” Food and Drug Law Institute, webinar, April 12, 2022.

Education

- University of Georgia (J.D., 2013)
- University of Georgia (B.B.A., B.A., 2010)

Languages

- Spanish

Admitted to Practice

- Georgia