



Michael Brill Newman

Partner

San Francisco

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Practices

Alcohol Beverage
Global Hospitality, Resort and
Timeshare
Public Policy & Regulation
California Winery Industry
Services
Digital Technology &
E-Commerce Blog

Education

Fordham University School of
Law, J.D.

Williams College, B.A.

Bar Admissions

New York
California
District of Columbia

Michael B. Newman is head of the firm's Alcohol Beverage Team, focusing on counseling industry clients on national and international regulatory, contract, legislative, and licensing matters, advertising and promotional law, intellectual property rights, importation matters, trade practices, and inter-tier relations. He represents clients on matters before the federal Alcohol & Tobacco Tax & Trade Bureau, the California Department of Alcoholic Beverage Control and State Board of Equalization, and other state alcohol beverage agencies throughout the United States.

Mr. Newman has experience representing all three tiers of the alcohol beverage industry. He has worked with international importers, suppliers, and exporters, domestic manufacturers, regional and local distributors, and retailers (including multi-state restaurant and hotel and convenience store and other off-premise chains) across the United States. He also has worked with national and statewide industry trade groups and associations including Wine Institute, the American Brandy Association, the Vodka Producers Association, the California Wine and Spirits Wholesalers Association, and the US OIV Working Committee. He has served on Wine Institute's Public Policy Committee for 20 years. He lectures frequently on compliance and other alcohol beverage regulatory matters to clients and other alcohol beverage industry members.

Mr. Newman and the firm's Alcohol Beverage Practice Team also service the hospitality industry in a variety of ways, including: alcohol beverage, tobacco, and lottery licensing; health and food service inspection compliance; responsible vendor and employee training; representation in administrative proceedings; and litigation/dispute resolution.

Mr. Newman is an Industry Member of the National Conference of State Liquor Administrators (NCSLA) and lectures often on Alcohol Beverage Law issues before regulators at its annual and regional meetings.

Professional Honors & Awards

- *The Best Lawyers in America* guide, Food and Beverage Law, 2011

- *Chambers USA – America's Leading Business Lawyers* guide, Food & Beverages: Alcohol, 2008–2011

Memberships

- National Conference of State Liquor Administrators

Court Admissions

- U.S. Appeals Court, Ninth Circuit
- U.S. Appeals Court, Federal Circuit
- U.S. District Court for the Northern District of California
- All State Courts in California
- U.S. Court of Appeals, D.C. Circuit

Speaking Engagements

- Moderator, "Social Media: Is there an App for Alcohol Beverage Regulators?," NCSLA Annual Conference, June 22, 2011
- "Implications for U.S. producers selling in the E.U.," Toward a Common Standard: New European Union Label Laws and Geographic Indicators of Origin, June 2, 2011