

## Alan F. Pryor

Senior Associate

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Alan Pryor is a senior associate with Alston & Bird's Litigation & Trial Practice Group and a member of the firm's Food, Beverage & Agribusiness Team. Alan concentrates his practice on complex commercial litigation and class action defense, with a special focus on the food, beverage, and alcohol space and consumer protection issues. Alan has substantial experience in all phases of litigation before state and federal courts in Georgia and has been involved in matters in federal courts across the country representing clients across a range of regulated industries. 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 speaker regarding the top legal and regulatory issues facing the industries. Alan is recognized by *The Best Lawyers in America*<sup>®</sup> in "Ones to Watch" for commercial litigation.

Before joining the firm, 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. Alan received his J.D., cum laude, B.B.A. in both finance and economics, and B.A. in Spanish, magna cum laude, from the University of Georgia.

### **Representative Experience**

- Representing one of North America's largest food companies as part of its national product labeling class action defense team; defeated class certification in putative consumer class action challenging kettle chips products, obtained summary judgment in a consumer class action challenging labeling on spray food products, and defending against putative consumer class actions challenging other food labeling.
- Counsel to alcohol, food and beverage manufacturers, producers, and retailers regarding regulatory compliance, claim substantiation, and risk mitigation.
- Representing a Fortune 150 technology manufacturing services company in a breach of contract action against Fortune 50 technology and manufacturing conglomerate.
- Representing a Fortune 100 company and major wireless carrier in defense against nationwide putative class action alleging violations of and compliance with the federal Telephone Consumer Protection Act.
- Representing a software developer in a business dispute against one of the largest privately held hospitality management companies in the world.
- Represented the 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.
- Represented 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.

## **Publications & Presentations**

### **Publications**

- “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**

- “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

### **Related Services**

Litigation | Commercial | Class Action & Multidistrict Litigation | Food, Beverage & Agribusiness | Consumer Protection/FTC