

EAS & FoodMinds

Regulatory, Nutrition Affairs and Communication Services

EAS Consulting Group, a leader in consulting services to FDA regulated industries, and FoodMinds, a premier food and nutrition consulting and communication agency, are pleased to offer a strategic partnership aimed at helping the food industry navigate the complex issues surrounding the science of food and nutrition, the development of products to meet consumer demand, and the many regulatory hurdles of ensuring safe and compliant product lines.

Together, we are helping the companies of today prepare for the marketplace of tomorrow.



As consumer demand for greater transparency in food products increases, and federal and state regulatory agencies implement preemptive, preventive requirements aimed at protecting consumer safety, a timely collaborative effort by EAS and FoodMinds can help ensure:

- The identification and mitigation of risks to branding and regulatory compliance
- Forward-thinking strategic plans and operating procedures, engaging the most up-to-date industry guidance, practices and technology to meet government and customer expectations
- Partnerships with co-manufacturers and suppliers are properly structured, vetted and compliant with the current preventive mindset of FDA, state and customer requirements
- Brand value and integrity are maintained through properly structured and tested company systems designed to withstand any food marketing crisis
- Your business keeps pace with global developments – from nutrition and public health, to environmental sustainability, to food safety and security

EAS and FoodMinds offer a comprehensive team of experts, facilitating a structured approach to the most challenging issues facing the food industry. Our joint teams offer specialists in:

- Food and nutrition science, public affairs, values and communications
- Food labeling and claims requirements
- FDA, USDA, EPA, FTC and state food laws, regulations and enforcement practices
- Toxicology
- Microbiology
- Product branding and positioning
- Public relations and market research, including strategy, insights and crisis communications
- Consumer behavior experts
- Technical and scientific writers

EAS and FoodMinds combine internationally and nationally recognized experts that together, deliver winning approaches and business success.

About EAS Consulting Group, LLC

While EAS Consulting Group celebrates its tenth year of service under the name EAS, it continues to carry on 55 plus years of leadership in providing regulatory consulting to the industries regulated by FDA and other federal and state agencies. Our network of independent advisors and consultants enables EAS to provide comprehensive consulting, training and auditing services to the dietary supplement, pharmaceutical, food, medical device, tobacco and cosmetic industries. With over 150 consultants, former FDA compliance officials and industry experts, EAS is able to assist with general FDA or USDA regulatory compliance, or more specific needs such as product development; new dietary ingredient submissions; FSMA regulation compliance; generic or customized compliance trainings; 483 responses; product market withdrawals or recalls; mock-FDA audits; expert witness services; GRAS and food additive issues; dietary supplement labeling compliance; or the development of a detailed import strategy and policy. With vast expertise in FDA's policies and enforcement, EAS is the proven choice for assistance in FDA and other regulatory matters.

About FoodMinds

At FoodMinds, we put passion into practice by harnessing science, public affairs, food values and communications to meet our clients' business and public health objectives — a capability we created and define as food and nutrition affairs. FoodMinds is the only agency with more than 20 registered dietitians and a chief science officer on staff, and a Global ExpertBench™ of nutrition science, policy and communication professionals around the world. Capabilities include: food and nutrition affairs; sustainable and nutritious food systems engagement; personal wellness strategy; food values insights; strategic planning; thought leadership; nutrition, health + wellness science; partnerships and coalitions; health professional and influencer communications; media monitoring and influencer mapping; strategic insights; consumer engagement and media relations; issues and crisis navigation. We are not just another PR agency. We help our clients tell a better story.

For More Information Contact:

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