LAWP with NIO Cocktails for entry into the US consumer market

LAWP assisted ***NIO Cocktails*** in its deal to enter the US retail market.

Niococktails (Needs Ice Only), a leading Italian company in the ready-to-drink artisanal cocktail mixing business, has entered the US consumer market thanks to the signing of a partnership with Edge Americas Online, a company co-founded by Alessandro Del Piero, a Los Angeles-based distributor and retailer of consumer products.

LAWP assisted Niococktails in the arrangement and negotiation of the licence agreement with Edge Americas Online, governing the use of the brand and e-commerce platform in the US and the opening of the first retail shop in Los Angeles.

LAWP, with partners Maurizio Marullo, Paolo Giovannini, Claudio Todesco and Giorgio Vagnoni, has been assisting Niococktails since 2018, both in the context of routine corporate contracting and special projects, extraordinary transactions and early-stage investments, as well as for all relevant tax and accounting prof

Sport Economy

Legalcommunity

Practice Areas

Sport & entertainment
Tax law
Corporate and commercial law

Professionals

Paolo Giovannini
Maurizio Marullo
Claudio Todesco
Giorgio Vagnoni

Pubblication date

28.03.22