GRAYROBINSON



Elizabeth A. DeConti

Regulated Products Section Chair

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Focus

- Alcohol Beverage
- Food Law
- Hospitality
- International
- Litigation
- Admiralty and Maritime

Renowned alcohol beverage and food lawyer representing clients both nationally and internationally. Sought after for core sector strengths in litigation, regulatory compliance, and promotional issues.

Elizabeth DeConti serves as a trusted advisor to clients in the ever-evolving alcohol beverage and food sectors. For more than 25 years, she has helped clients navigate all aspects of alcohol beverage and food law regulation, licensing, compliance, and promotion. Representing clients in front of state and federal courts and administrative agencies, Elizabeth's expertise is centered on the rules, regulations, trends, and business best practices governing the marketing, sale, and consumption of malt beverages, wine, distilled spirits, and other regulated products. Her clients include major alcohol suppliers, wholesalers, national chain retailers, marketing companies, and other members of the hospitality industry.

Elizabeth's litigation work for alcohol and food industry members includes complex commercial disputes, franchise, administrative law, and intellectual property matters. Her sector-specific litigation experience strengthens her ability to create clear, concise, and protective contracts related to advertising, distribution, importation, and related industry issues. In addition to her litigation services, Elizabeth has built a national reputation alongside clients in the area of alcohol-focused advertising and promotions, with a particular expertise in regulatory compliance issues associated with software development and digital and social media. She is a sought after advisor on the intersection of state and federal alcohol regulations and Federal Trade Commission regulations involving sweepstakes, contests, and other games. Elizabeth also manages large-scale liquor license transactions for the firm's supplier and retailer clients.

A worldly and seasoned advisor, Elizabeth is fluent in French and Italian and advises European clients on international and domestic matters. Her international experience includes negotiation, sale, and purchase of Italian wineries, liaising with Italian law firms on litigation matters pending in Italy and the United States, representation of several German breweries, and advising and counseling foreign entities seeking to export products from Western Europe into the U.S. She frequently teams with GrayRobinson

colleagues in the corporate, tax, and intellectual property practices to provide comprehensive advisory services for alcohol beverage and food law clients.

Recognition

- Anthony G. Marshall Hospitality Law Award, 2022
- *Best Lawyers in America*, 2019-2027
  - Administrative / Regulatory Law
  - Advertising Law
- *Chambers USA*, Food and Beverages: Alcohol, 2011-2017, 2021-2026
- *Martindale-Hubbell,* AV® Preeminent Rated
- *Florida Trend*, Legal Elite, Government and Administrative, 2021
- *Florida Trend*, Legal Elite NOTABLE - Women Leaders in Law, 2024

Insights

- "Cocktails, Content and Compliance: Navigating Alcohol Marketing in the Digital Age," Presenter, Hospitality Law Conference, October 29, 2026
- "Marketing in a Regulated World: the Future of Beverage Alcohol Compliance," Presenter, Path to Purchase Institute (P2PI) Virtual Learning Lab, October 8, 2026
- "Legal & Operational Issues Associated with Hemp-Based Beverages," Presenter, Hospitality Law Conference, May 14, 2026
- "Using AI in Alcohol Advertising," Women of the Vine & Spirits Live Chat, May 12, 2026
- "Food and Beverage Legal Risks in Hotels: Licensing, Liability, and Alcohol Compliance," Presenter, CHOICE Hotels 70th Annual Convention, May 6, 2026
- "GrayRobinson Alcohol Law Insight: TTB Shares Guidelines on Using AI-Generated Images in Alcohol Advertising," GrayRobinson Insight, March 31, 2026
- "Litigation Update: What is New and Important to You!" National Alcohol Beverage Control Association (NABCA) 33rd Annual Symposium, Alcohol Beverage Law & Regulation, March 16, 2026
- "Beyond the Hemp Loophole: Federal and State Action in 2026," Panelist, 2026 Distilled Spirits Council of the United States (DISCUS) Annual Conference, March 3-5, 2026
- "Sip Smarter: Understanding the THC Beverage Landscape," American Hotel & Lodging Association Food & Beverage Summit, March 3, 2026
- "The Future of Alcohol & Alternative Beverages Pending the Federal Hemp Ban," Women of the Vine & Spirits Live Chat, January 22, 2026
- "Nothing is Certain but Death and (Liquor) Taxes," Presenter, The Hospitality Law Conference, May 14, 2025
- "Women in Law and Compliance in the Beverage Alcohol Industry," Moderator, Women of the Vine & Spirits Leadership Series C-Suite Insights, April 29, 2025
- "The Mechanics of Interim Management Agreements for Alcohol Beverage & Food Service in Hotel and Restaurant Chain Acquisitions," The Hospitality Law Conference, October 9, 2024
- "Guidelines for the Proper Role of Third Party Marketing Companies," The Hospitality Law Conference, April 23, 2024

- "Crypto, NFT's, and Alcohol in the Metaverse," Hospitality Law Conference, May 9, 2023
- "Metaverse, NFT's, & Crypto Revisited," Co-panelist, National Alcohol Beverage Control Association (NABCA) 30th Annual Legal Symposium, March 15, 2023
- "National Overview of Server Ages and Function," Hospitality Lawyer, May 31, 2022
- "Legal Issues in the Post-COVID World," Very Important Beverage Executives Conference (VIBE) Conference, 2021
- "Expanding Businesses Around the Globe with Judith D. Pryor, Board of Directors, EXIM," Women of the Vine and Spirits Leadership Series C-Suite Insights, April 27, 2021
- "The Rise of E-sports and the Fall of Illegal Sports Betting: How They are Related and Why it Matters," Co-Author, GrayRobinson Insights, January 2021
- "How to Manage the Licensing Process in a Large-Scale Acquisition," The Virtual Hospitality Law Conference: Quick Service + Fast Casual, February 24, 2021
- "Which Liquor License is Right?" *Southern Beverage Journal*, Florida Edition, September 2020
- "Top 10 Things I Wish I Knew About My Liquor Licensed Premises," Hospitality Lawyer, August 27, 2020
- "How Suppliers Can Support Bartenders and Sommeliers Who are in Need of Funds Today," Women of the Vine and Spirits Live Chat, August 26, 2020
- "Top Ten Things I Wish I Knew About My Liquor Licensed Premises," The Virtual Hospitality Law Conference, June 30, 2020
- "Are Hospitality Businesses Ready for State Emergency Orders to be Lifted?," Panelist, COVID-19 Conversations Webinar Series, June 10, 2020
- "Transfer of Property Needing Continuous Operation," 32nd Annual RPTE National CLE Conference, May 14, 2020
- "Top Ten Things I Wish I Knew About My Liquor Licensed Premises," The Hospitality Law Conference: Series 2.0, April 22, 2020
- "Lending a Helping Hand – What Distilleries Should Know in Order to Legally and Responsibly Produce Hand Sanitizer," Women of the Vine and Spirits Webinar, April 9, 2020
- "Extensions of Credit and Product Returns During the COVID-19 Crisis," Women of the Vine and Spirits Webinar, April 2, 2020
- "COVID-19's Impact on Extensions of Credit and Returns in the Alcohol Beverage Industry," Hospitality Lawyer, March 28, 2020
- "Alcohol Advertising In Digital Media," Women of the Vine and Spirits Webinar, February 4, 2020
- "Unforeseeable Consequences: What's Your Liability?" *Southern Beverage Journal*, Florida Edition, October 2019
- "Compliance Update: TTB Enforcement and Related Matters," HospitalityLawyer.com, October 2019
- "Product Liability and Tainted Product," National Alcohol Beverage Control Association (NABCA) 26th Annual Legal Symposium, March 18, 2019
- "Trade Practice Compliance in an Active Enforcement Climate," Very Important Beverage Executives Conference (VIBE), February 26, 2019
- "Liquor Licensing for Hotel and Restaurant Acquisitions," Hospitality Law Conference, October 3, 2018

- "How Alcohol Beverage Companies Stand Out in 2018: Digital Brand Promotion Challenges Within the Regulatory Framework", Panelist, Federal Bar Association Annual Meeting and Convention, September 13, 2018
- "Alcohol Advertising in the Digital Age," Hospitality Law Conference, April 12, 2018
- "Engaging Guests Through Online Sweepstakes," Hospitality Law Conference, January 11, 2018
- "The Future of Sports Gambling in the Hospitality Industry," *Hotel Executive*, December 2018

Media

- "TTB Shares Guidelines on Using AI-Generated Images in Alcohol Advertising," *HospitalityLawyer.com*, May 5, 2026

Affiliations

- Academy of Hospitality Industry Attorneys
- American Bar Association
- The Connecticut Bar
- Federal Bar Association
- Hillsborough County Bar Association
- Women of the Vine and Spirits
- Sacred Heart Church, Parishioner
- United States Tennis Association ("USTA") Florida Section Foundation, President
- Yale Club of Tampa Bay, President, 2017-2019
- Yale Class of 1993, Co-President, 2018-2023

Credentials

- J.D., University of Miami School of Law, 1996, *cum laude*
  - Harvey T. Reid Scholar
- B.A., Yale University, 1993, *cum laude*, With Distinction

Admissions

- Connecticut
- Florida
- U.S. Court of Appeals for the 11th Circuit
- U.S. District Court for the Southern, Middle, and Northern Districts of Florida
- U.S. Supreme Court

Languages

- Italian
- French