

WFW JOINS RABOBANK'S FOODBYTES! LONDON INITIATIVE

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Watson Farley & Williams (“WFW”) is delighted to be one of the sponsors for *FoodBytes! by Rabobank* which makes its London debut this year on Thursday 13 September. *FoodBytes!* is the global pitch competition meets networking event by Rabobank, a premier global food and agribusiness bank.

FoodBytes! aims to discover the most ground-breaking food and agriculture start-ups and provide them with the mentorship and connections they need to grow and flourish. Since launching in the US in 2015, it has drawn participants and attendees from over 40 countries globally to its pitch competitions in North America, continental Europe and Australia.

From applying AI technology to keep bees healthy and productive, to designing filtration systems that harness the digestive power of worms and microbes to remove contaminants in water, the 20 start-ups participating in *FoodBytes!* London this year highlight, as have past winners, the very best of the product innovation, sustainable and pioneering use of new technology and commercial focus that make the food and agribusiness sectors vital to meeting the needs of an increasing global population.

London Corporate Partner Dan Saunders is heading up the WFW team sponsorship advising *FoodBytes!* London and will be mentoring the pitch companies, working closely with fellow Partners Jan Mellmann, Christina Howard, and Felicity Jones.

As a sponsor of *FoodBytes!* London, WFW will be providing legal advice to the three winners on a *pro bono* basis. The opportunity to become a sponsor came through London Dispute Resolution Partner Thomas Ross’ relationship with the legal team at Rabobank, a long-term client of the firm.

Dan comments: “*FoodBytes!* is a fantastic opportunity to work with and assist some of the most exciting start-ups in the food and agribusiness spaces in collaboration with our old friends at Rabobank. It also offers our Associates an exciting opportunity to leverage their corporate expertise into the dynamic hotels & leisure, soft commodities, tech and food & beverages industries”.

For further information, including all 20 participating start-ups, please see [here](#).

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