Perkins Coie's Cannabis Law Industry Group Advises PepsiCo on New Hemp Energy Drink Launch

WASHINGTON, D.C. (February 2, 2022)—Perkins Coie is pleased to announce that its Cannabis Law Industry Group advised PepsiCo regarding legal compliance for its hemp seed ingredient for the global food, snack, and beverage company's new energy drink Rockstar Unplugged. For more information, please see the PepsiCo press release [here](#).

Rockstar Unplugged is a new kind of energy drink containing hemp seed oil, B vitamins, spearmint, and lemon balm with a dose of caffeine. Barak Cohen served as the matter lead and David Biderman served as the client lead for Perkins Coie. Other members of the Perkins Coie Cannabis Law Industry Group who helped advise PepsiCo include Andrew Kline, Thomas Tobin, Juan Fonseca Angel, Jasmine Wetherell, and Hanna Mullin.

Perkins Coie's national Cannabis Law Industry Group comprises more than 120 attorneys committed to providing premier cannabis counsel throughout the United States. Their industry work is comprehensive and includes advising companies that directly handle cannabis and cannabis products, clients that are considering entering the sector, and businesses that provide ancillary support to the cannabis industry.

Perkins Coie is a leading global law firm, dedicated to helping the world's most innovative companies solve the legal and business challenges of tomorrow. Learn about our work and values [here](#).

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