

## Free app audit service for the F&B sector

With the continued growth in the use of mobile devices, apps are becoming an important tool for franchisors such as Domino's, where its app has been a contributing factor to the growth of its business.

However, the legal implications of using apps are far greater than a franchisor or the company it retains to design and maintain the app might imagine.

To help franchisors in the food and beverage sector (F&B), Bird & Bird, the City law firm, has launched a new initiative to deal with the challenging issues of using apps in their businesses.

The firm says it is offering a cost free audit of any apps that franchisors have, or are in the process of developing, to help enable them to comply with the mass of laws that impact upon them and so helping them to avoid significant legal and commercial problems.

The initiative was launched at a seminar in the office of Bird & Bird, which was attended by over 30 franchisors in the fast-food, restaurant and takeaway sector.

### Speakers

Dr Mark Abell, the global head of franchising at Bird & Bird, chaired the event and the speakers included Dr Steven Roberts of Barclays Bank and Nicholas Carbonelle of Bird & Bird.

Roberts discussed the importance of mobile technology to businesses in the F&B sector.

Carbonelle spoke about how a complex web of medical regulation, consumer protection law, data protection and privacy law and advertising law, means that both the content and use of apps are heavily regulated. By breaching these regulations, there could be a serious adverse impact on franchisors and their businesses.

Bird & Bird says that the use of apps is a strategic priority for many F&B franchisors, but that some franchisors are not complying with the complex legal regime and that there is a need for easily accessible expert advice.

Any franchisors wishing to use the cost free service should contact Abell at [mark.abell@twobirds.com](mailto:mark.abell@twobirds.com) or call 020 7415 6000.



## Promising career for 19-year-old at Oscar's

OSCAR has welcomed 19-year-old Abi Russell (*above*) to its network. She has bought a franchise resale of the pet food delivery service for Esher, Surrey.

Taking the franchise has been a big step for the young entrepreneur but with the encouragement of her parents, fondness of animals and support of the Oscar team, Abi says that she is looking forward to a promising career and the opportunity to gain a qualification in pet nutrition.

Her mother Julie said: "As parents, we wanted to help secure a career for our daughter but we knew she did not have the self-belief to face the realms of university. The idea of an apprenticeship made good sense, but the biggest question was what to do?"

"After seeing an Oscar van in the area, we visited its website and were very impressed by the products and services. This promoted us to try the food for our dogs – the message was loud and clear and more so when a franchise resale became available in our area.

"With existing customers to support, telesales appointments to follow-up and summer shows to attend, we can see at

this early stage just how much potential our area holds."

Abi added: "I am really lucky. I have my own business and I can still find time to enjoy the company of my friends, while appreciating my parents guiding me towards the development of the business."

Oscar's delivers a wide choice of pet foods including gluten-free, weight-control and grain-free options and can offer pet nutritional advice.

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## Supplier Showcase

The Franchise Conference and Supplier Showcase will be held at the National Motorcycle Museum, Birmingham on October 19. The event provides an opportunity for franchisors to meet suppliers who offer franchise support services to the sector, which could improve efficiency and profitability for the franchisor.

 [www.franchisesuppliers.co.uk](http://www.franchisesuppliers.co.uk)