



Jaci P. Flug

Partner

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Jaci P. Flug is a partner in the Hospitality, Alcohol, and Leisure Industry Group at Greenspoon Marder LLP. She is a seasoned legal professional with a remarkable track record of guiding tech startups and corporations through complex legal landscapes. Ms. Flug has previously served as general counsel and senior vice president at Drizly, the nation's leading and largest e-commerce platform for on-demand alcohol delivery. During this time, Ms. Flug played a pivotal role in the company's journey, from series C fundraising to its \$1.1 billion acquisition by an American tech giant – a deal that involved extensive scrutiny by the Federal Trade Commission. Beyond this, Ms. Flug has provided important counsel on a wide spectrum of legal matters, ranging from litigation and employment law to contracting, privacy, security, and marketing. Moreover, she is a recognized authority in the beverage alcohol industry, having expertly managed industry and regulatory affairs, fostering crucial relationships with regulators, legislators, industry members, and trade associations. She frequently lectures on the topic of beverage alcohol e-commerce.

Ms. Flug also previously served as general counsel for a tech company with ancillary services to cannabis industries, interacting with regulatory bodies and members of state and local legislatures and advocating for strong social equity programs. As general counsel for the New York State Liquor Authority, she advised the Board on all disciplinary, licensing, and trade practice matters, including the legislation concerning the manufacturing, distribution, and sale of alcohol in the State of New York.

Bar Admissions

- New York
- Supreme Court of the United States, 2006

Education

- J.D., *cum laude*, New York Law School, 2001
 - Special Topics Editor, New York Law School Journal of Human Rights
- B.A., SUNY Geneseo, American Studies, 1998

Practice Areas

- Hospitality, Alcohol & Leisure Industry Group

Professional and Community Involvement

- Catholic Charities of New York, Representing Asylum Seekers, Pro Bono Attorney, 2019- Present
- Judicial Hearing Officer Selection Advisory Committee Appellate Division, Second Department, 2011-2023
- Central Screening Committee Appellate Division, First Department, 2012-2023

- Judges and Lawyers Breast Cancer Alert
 - President, 2020-2022
- Women's Bar Association of the State of New York
 - President, 2016 -2017
 - President-Elect, 2015-2016
 - Corresponding Secretary, 2014-2015
 - Vice President, 2012-2014
 - Recording Secretary, 2011-2012
- Bronx Women's Bar Association
 - President, 2007-2008

Speaking Engagements

- Speaker, "Wine in Grocery Stores: Uncorking the Debate Across States," *Women of the Vine & Spirits*, March 26, 2024
- Speaker, "Legally Poured: Insights for Non-Lawyers in the Alcohol Industry Series," *Women of the Vine & Spirits*, February 29, 2024

Recognitions

- Judges and Lawyers Breast Cancer Alert, "Volunteer Services Award," 2024

Published

- Author, "Alcohol's E-Commerce Spike Brings Regulatory Dilemmas," *Law360*, December 5, 2023
- It's Three-Tier Compliant! Really?
- Credit Card Surcharges, Who Wants to Pay Them?
- Beyond the Three-Tier System: Unraveling the Complexities of Consumer Data Compliance
- The Difference E-Commerce Makes (Taxes)
- Supplier Advertising with Third Parties

News

- Greenspoon Marder Expands Hospitality, Alcohol and Leisure Industry Group with Addition of Partner Jaci Flug