

Daniella Carelli Featured on Startup CPG Podcast

July 14, 2026

Special Counsel [Daniella Carelli](#) was a featured guest on the Startup CPG Podcast episode, “How to Choose a Co-Packer: Contract Red Flags, QA Checks, and Reporting Musts,” for a discussion on co-manufacturer due diligence and the legal and operational considerations that help brands build successful manufacturing partnerships.

Drawing on her experience representing both brands and co-manufacturers, Daniella shared insights on evaluating potential co-man partners, negotiating effective manufacturing agreements, protecting intellectual property, and establishing reporting frameworks that support transparency and accountability as brands scale.

The episode also covers topics including yield loss tracking, trade-secret protection, facility audits, payment terms, and how brands can assess whether a prospective co-manufacturer will be a true partner rather than just a vendor.

Listen to the full episode [here](#).