ABOUT THIS PUBLICATION

This Primer provides an overview of the ongoing occurrence of class action lawsuits challenging promotional claims made in the advertising and/or labeling of foods. Although every attempt has been made to ensure that this Primer is accurate and comprehensive, it is by necessity based on the authors’ selection of materials and interpretation of legal requirements. The Primer does not capture and address the substance and precedential effect(s) of every class action lawsuit reasonably within its topic area. Moreover, many potential cases are not yet at the pivotal complaint stage and, therefore, not available in the public domain.

THIS PRIMER IS NOT INTENDED TO PROVIDE LEGAL OR REGULATORY ADVICE. Specific decisions about promotional claims should be based on a review of applicable laws and precedents with the assistance and advice of your legal/regulatory counsel.