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KIND Litigation – What Issues can Food and Beverage Companies Face When They Use the Term “Healthy”

If you go down the aisle of your neighborhood grocery store, you’ll find the terms “all-natural” or “healthy” emblazoned on a growing number of products—products that often garner higher prices than their competitors. Over the past couple of years, there has been quite a lot of press over litigation facing manufacturers making these claims – from food to beverages and even cosmetics.

One of those companies is KIND.

This podcast with [Yvonne McKenzie](#) and [Stefan Ellis](#), members of Pepper’s [Food and Beverage](#) team, covers an update of the KIND litigation and discusses issues companies can face when dealing with cases alleging false advertising claims based on “natural” or “healthy” descriptions of their product.

Listen today at <http://www.pepperlaw.com/podcasts/kindlitigation>.

Please contact Brian Dolan at dolanb@pepperlaw.com or 215.981.4568 with any questions.

