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**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA**

DENELDA NORWOOD, on behalf
of herself and all others similarly
situated,

Plaintiff,

v.

KASHI COMPANY,
Defendant.

Case No. '13CV0956 WQHBLM

CLASS ACTION COMPLAINT

JURY TRIAL DEMANDED

Plaintiff, DENELDA NORWOOD, on behalf of herself and all consumers similarly situated, and demanding trial by jury, complains and alleges upon information and belief as follows:

NATURE OF THE ACTION

1. This civil consumer protection class action is brought to remedy violations of California's Sherman Food, Drug, and Cosmetic Law, Health & Safety Code §109875, et seq., Consumers Legal Remedies Act, Civil Code §1750 et seq.

1 (“CLRA”) Unfair Competition Law, Business & Professions Code §17200 et seq.
2 (“UCL”), False Advertising Law Business & Professions Code §17500 et seq.
3 (“FAL”), and Negligent Misrepresentation, Civil Code §§1709-1711, statutes and in
4 connection with Defendant’s course of conduct, including misrepresentations and
5 omissions, in the sale and marketing of consumer food products that are (a) labeled
6 with the ingredient “evaporated cane juice”; or (b) labeled with the ingredient
7 “evaporated cane juice syrup” (the “Kashi Misbranded Products”).

8 2. Plaintiff seeks to represent a class of all similarly situated persons in
9 the United States who purchased the Kashi Misbranded Products for their own use
10 and not for resale from October 1, 2009 to the present (the “Class”). Alternatively,
11 Plaintiff seeks to represent a class of California consumers.

12 3. Defendant’s product labeling fails to accurately identify the ingredients
13 in its products. “Sugar” is clearly disguised in many of Kashi’s products as
14 “evaporated cane juice” or “evaporated cane juice crystals.” In violation of federal
15 and California law, Kashi fails to disclose that “evaporated cane juice” is not, in
16 fact, juice and, in its commonly understood term, is “sugar,” and that the ingredient
17 is still considered to be a processed sugar. Nearly all of Kashi’s products’ labels list
18 “evaporated cane juice” as an ingredient despite the fact that the FDA has
19 specifically warned companies not to use the term because it is “false and
20 misleading,” is not “the common or usual name of any type of sweetener,” and the
21 ingredient is not, in fact, juice.

22 4. A survey published in 2010 by the United States Food and Drug
23 Administration (“FDA”) on health and diet found that Americans are growing more
24 health-conscious in reading food labels and selecting foods to eat. So-called natural
25 foods are generally minimally processed and exclude preservatives and artificial
26 ingredients. U.S. consumers bought \$12.9 billion worth of natural food and
27 beverages in 2008, the most recent year for which figures are available, according
28 to *Nutrition Business Journal*, a trade publication. The 2010 FDA survey also

1 showed that consumers have become more conscious of food labels and claims
2 made on food packaging.

3 5. Health-conscious consumers are especially interested in minimizing
4 their sugar intake by the avoidance of foods that have added sugars. The inclusion
5 of excessive added sugars in the typical American diet has created a public health
6 problem of crisis proportions. Numerous authorities, including the FDA, the U.S.
7 Department of Agriculture and the U.S. Department of Health and Human Services,
8 have concluded in recent years that over-consumption of added sugars contributes
9 importantly to overweight and obesity and to many obesity-related health problems
10 such as coronary heart disease, hypertension, type 2 diabetes, osteoarthritis, and
11 certain cancers and have advised consumers to reduce their consumption of those
12 sugars.

13 6. Kashi, a subsidiary of Kellogg Company, Inc. ("Kellogg"), is aware of
14 consumers' demand for natural, healthy and nutritious foods and has utilized
15 improper marketing strategies and ingredient mislabeling practices to capitalize on
16 that demand. In an investor call concerning Kellogg's fourth quarter 2011 earnings
17 results, John A. Bryant, Kellogg's Chief Executive Officer and President, reported
18 that, "the natural food channel has posted strong growth over the years and our
19 Kashi brand is well positioned to capitalize on this."¹

20 7. Kashi produces and markets whole grain products including: crackers,
21 snack bars, pizzas, cereals, cookies, pilafs, sandwiches, waffles, frozen entrees and
22 steam meals. Kashi products are sold to consumers throughout the United States.
23 Kashi claims on its website and in other forms of advertisement that it produces
24 healthy nutritional products, but in some instances, Kashi merely uses uncommon,
25 healthy-sounding names for unhealthy ingredients, such as sugar.

26
27
28 ¹ Kellogg Company, Inc. (K) Q4 2012 Earnings Call Transcript, Feb. 5, 2013, available at
<http://seekingalpha.com/article/1158351-kellogg-management-discusses-q4-2012-results-earnings-call-transcript>.

1 8. For instance, on Defendant's website, www.kashi.com, Kashi
2 represents that "evaporated cane juice" is a "natural" sweetener, implying that it is
3 less harmful than processed white sugar; however "evaporated cane juice" is, in
4 fact, substantially the same as processed white sugar in terms of its health effects.
5 Kashi further represents that evaporated cane sugar is a "natural, minimally
6 processed substitute[]" for sugar.²

7 9. Food manufacturers, including Kashi, intend consumers to rely upon
8 food labels and advertising, and reasonable consumers do in fact so rely.
9 Reasonable consumers must and do rely on food manufacturers to honestly and
10 accurately report the nature of the product's ingredients.

11 10. Due in part to Kashi's misbranding, consumers purchased Kashi
12 products that they otherwise would not have purchased and consumers paid a
13 premium over other brands. Kashi would not be able to make such sales or be able
14 to extract a premium for its products without its false and misleading
15 representations.

16 11. This action seeks to redress the unfair, deceptive and otherwise
17 improper business practice that Defendant is employing against unsuspecting
18 consumers

19 **JURISDICTION AND VENUE**

20 12. This Court has jurisdiction over this action under the Class Action
21 Fairness Act, 28 U.S.C. §1332(d). The aggregated claims of the individual Class
22 members exceed the sum or value of \$5,000,000, exclusive of interests and costs,
23 members of the proposed Plaintiff Class are citizens of a state different from
24 Defendant and this is a class action in which more than two-thirds of the proposed
25

26
27 ² See, e.g. <http://www.kashi.com/challenges/386>; last accessed on April 15, 2013. "Find a healthy substitute;
28 Challenge Yourself for 24 Hours: Sugar, refined white flour, and saturated fats – what do they all have in common? They're probably ingredients in recipes you make regularly. More importantly, they also have natural, minimally processed substitutes like evaporated cane sugar, unrefined wheat flour, and canola oil or olive oil. Today, challenge yourself to analyze some of your recipes and see if you can find natural options."

1 Plaintiff Class, on the one hand, and Defendant, on the other, are citizens of
2 different states.

3 13. Venue is proper in this District under 28 U.S.C. §1391(a) because
4 Defendant is headquartered in, resides in, transacts a substantial part of its business
5 in and the events or omissions giving rise to Plaintiff's claims occurred in this
6 District or were disseminated from and into this District.

7 14. California has a compelling governmental interest in the conduct
8 alleged herein and there is a sufficient aggregation of contacts between Defendant,
9 Plaintiff, the Plaintiff Class and the conduct alleged such that California law
10 applies.

11 **DEFINITIONS**

12 15. References made herein to any business entity include any
13 predecessors, successors, parents, subsidiaries, affiliates, and divisions of that
14 entity.

15 16. As used herein, "person(s)" has the same meaning as set forth in Cal.
16 Business and Professions Code §17201, Cal. Civil Code §1761, and Cal. Health &
17 Safety Code §109995.

18 17. As used herein, "consumer(s)" has the same meaning as set forth in
19 Cal. Civil Code §1761.

20 18. As used herein, "advertisement" has the same meanings as set forth in
21 the Food, Drug and Cosmetic Act (the "FDCA"), and Cal. Health & Safety Code
22 §109885.

23 19. As used herein, "label" and "labeling" have the same meanings as set
24 forth in the FDCA, 21 U.S.C. §301, et seq. and federal regulations, namely 21
25 C.F.R. §101 and Cal. Health & Safety Code §§109955 and 109960, respectively.

26 20. As used herein, "misbranding" has the same meanings as set forth in
27 21 U.S.C. §343 and Cal. Health & Safety Code §§111330-111510, and generally
28 means labeling that "is false or misleading in any particular."

21. As used herein “sugar” has the same meanings as set forth in 21 C.F.R. §101 and its subparts and cane sirup (alternatively spelled syrup) has the same meanings as set forth in 21 C.F.R. §168.130.

22. As used herein the term “Kashi Misbranded Products” includes, but is not limited to the following products made, marketed or sold by Defendant Kashi: (a) Cinnamon Harvest Cereal; (b) Simply Maize Cereal; (c) Whole Wheat Biscuits Berry Fruitful; (d) Blackberry Hills Cereal; (e) Kashi Steam Meals Italian Vegetable Medley Pasta; (f) Black Bean Mango Frozen Entrée; (g) Kashi Steam Meals Sesame Chicken; (h) Kashi Steam Meals Chicken Fettuccine; (i) Chicken Enchilada Frozen Entrée; (j) Spicy Black Bean Enchilada Frozen Entrée; (k) Mayan Harvest Bake Frozen Entrée; (l) Chicken Pasta Pomodoro Frozen Entrée; (m) Chicken Florentine Frozen Entrée; (n) Lemongrass Coconut Chicken Frozen Entrée; (o) Sweet & Sour Chicken Frozen Entrée; (p) GoLean Instant Hot Cereal Truly Vanilla; (q) GoLean Instant Hot Cereal Honey & Cinnamon; (r) GoLean Instant Hot Cereal; (s) GoLean Crisp Cinnamon Crumble; (t) Kashi Squares Berry Blossoms; (u) GoLean Cereal Crisp! Toasted Berry Crumble; (v) Heart to Heart Cereal Warm Cinnamon Oat; (w) Strawberry Fields Cereal; (x) Whole Wheat Biscuits Island Vanilla; (y) Black Currant Walnut Cereal; (z) Blackberry Hills Cereal; (aa) Honey Sunshine Cereal; (bb) GoLean Crunch!; (cc) GoLean Crunch! Honey Almond Flax; (dd) GoLean Cereal Original; (ee) Good Friends Cereal Original; (ff) Whole Wheat Biscuits Almond Wheat; (gg) Whole Wheat Biscuits Cinnamon Harvest; (hh) Heart to Heart Cereal Honey Toasted Oat; (ii) Heart to Heart Oat Flakes and Blueberry Clusters; (jj) 7 Whole Grains Cereal Honey Puffs; (kk) 7 Whole Grains Cereal Puffs; (ll) 7 Whole Grain Cereal Flakes; (mm) Garlic Pesto Pita Crisps; (nn) Original 7 Grain with Sea Salt Pita Crisps; (oo) Toasted Asiago Snack Crackers; (pp) Fire Roasted Veggie Snack Crackers; (qq) Original 7 Grain Snack Crackers; (rr) Honey Sesame Snack Crackers; (ss) Chocolate Almond Butter Cookies; (tt) Oatmeal Dark Chocolate Cookies; (uu) Oatmeal Raisin Flax

1 Cookies; (vv) Blueberry Waffles; (ww) 7 Grain Waffles; (xx) Apple Cobbler Soft
 2 n' Chewy Bars; (yy) Berry Muffin Soft n' Chewy Bars; (zz) Almond Soft-Baked
 3 Squares; (aaa) Chocolate Soft-Baked Squares; (bbb) Banana Chocolate Chip Soft n'
 4 Chewy Bars; (ccc) Peanuttty Dark Chocolate Layered Granola Bars; (ddd) Cherry
 5 Vanilla Soft-Baked Cereal Bar; (eee) Peanut Butter & Chocolate GoLean Dipped
 6 Bars; (fff) Chocolate Malted Crisp GoLean Dipped Bars; (ggg) Dark Mocha
 7 Almond Chewy Granola Bars; (hhh) Dark Chocolate Coconut Layered Granola
 8 Bars; (iii) Ripe Strawberry Cereal Bars; (jjj) Blackberry Graham Cereal Bars; (kkk)
 9 Cinnamon Coffee Cake GoLean Crisp! Bars; (lll) Chocolate Pretzel CoLean Crisp!
 10 Bars; (mmm) Trail Mix Chewy Granola Bars; (nnn) Honey Almond Flax Chewy
 11 Granola Bars; (ooo) Peanut Butter Chewy Granola Bars; (ppp) Cherry Dark
 12 Chocolate Chewy Granola Bars; (qqq) HoneyToasted 7 Grain Crunchy Granola
 13 Bars; (rrr) Roasted Almond Crunch Crunchy Granola Bars; (sss) Pumpkin Spice
 14 Flax Crunchy Granola Bars; (ttt) Chocolate Caramel GoLean Crisp! Bars; (uuu)
 15 Chocolate Almond GoLean Crisp! Bars; (vvv) Chocolate Peanut GoLean Crisp!
 16 Bars; (www) Chocolate Turtle GoLean Roll! Bars; and (xxx) Caramel Peanut
 17 GoLean Roll! Bars.

18 **THE PARTIES**

19 23. Representative Plaintiff Denelda Norwood is a citizen of the State of
 20 California, residing in the Southern District of California who, during the Class
 21 Period, purchased Kashi Misbranded Products for her personal use and not for
 22 resale. Like all members of the Class, Ms. Norwood was not aware, based on the
 23 list of ingredients on the Kashi Misbranded Products, that the Kashi products she
 24 purchased contained ordinary sugar.

25 24. Defendant Kashi is a California corporation that was founded in 1984.
 26 Kashi is incorporated in California and maintains its headquarters at 4275 Executive
 27 Square, La Jolla, California 92073. In 2009, Kashi posted revenue of more than
 28 \$600 million. The acts and omissions which are the subject matter of this class

1 action, occurred, in substantial part, in the State of California and in the Southern
2 District of California where Kashi engaged in the business of designing, marketing,
3 selling, advertising, distributing, promoting or otherwise placing into the stream of
4 commerce the Kashi Misbranded Products.

5 **CLASS ACTION ALLEGATIONS**

6 25. Pursuant to Rule 23 of the Federal Rules of Civil Procedure, Plaintiff
7 brings this class action on behalf of herself and all members of the following class
8 (the "Class"):

9 All persons residing in the United States who purchased the Kashi
10 Misbranded Products between October 1, 2009 to the present for their
11 own, family or household use and not for resale.

12 **or**

13 All persons residing in California who purchased the Kashi
14 Misbranded Products between October 1, 2009 to the present for their
15 own, family or household use and not for resale.

16
17 Specifically excluded are Kashi, its officers, directors and employees,
18 and any entity in which Kashi has controlling interest and any entity
19 which has a controlling interest in Kashi; and the agents, affiliates,
20 legal representative, heirs, attorneys at law, attorneys in fact or
21 assignees of such persons or entities.

22
23 Any federal, state or local government entity is also excluded. Further
24 specifically excluded are any judge, judicial officer, court personnel or
25 juror assigned to any part of this case.

26
27 26. **Numerosity**: Due to the nature of the products and commerce
28 involved, Plaintiff believes that the Class is so numerous that joinder of all of its

1 members is impractical. Based on publicly available sales data, it is estimated that
2 the Class numbers in the many thousands or more.

3 27. **Typicality**: Plaintiff's claims are typical of the claims of the members
4 of the Plaintiff Class because Plaintiff purchased Kashi for her own use and not for
5 resale, and therefore Plaintiff's claims arise from the same common course of
6 conduct giving rise to the claims of the members of the Class and the relief sought
7 is common to the Class.

8 28. **Common Questions Predominate**: Common questions of law and
9 fact exist as to all Class members and predominate over any individual questions.
10 Nearly all factual, legal, and statutory relief issues raised herein are common to
11 each of the members of the Class and will apply uniformly to every such member.
12 Questions of law and fact common to Class members include but are not limited to
13 the following:

- 14 a. Whether Defendant engaged in unlawful, unfair or deceptive business
15 practices by failing to properly label its food products sold to
16 consumers;
- 17 b. Whether Defendant engaged in unlawful, unfair or deceptive business
18 practices by making improper and misleading claims in its advertising,
19 marketing and other promotional materials in violation of the various
20 state's consumer fraud laws;
- 21 c. Whether Defendant used misleading information on the labels of its
22 Kashi Misbranded Products sold to consumers;
- 23 d. Whether Defendant's conduct violated the California Health &
24 Safety Code;
- 25 e. Whether Defendant's conduct violated the CLRA;
- 26 f. Whether Defendant's business acts or practices violated the
27 UCL;
- 28 g. Whether Defendant's conduct violated the FAL;

- h. Whether Defendant engaged in negligent misrepresentation in violation of Civil Code §§1709-1711;
- i. The class-wide nature of Defendant's course of conduct;
- j. The amount of additional revenues and profits obtained by Defendant attributable to its unlawful conduct;
- k. The appropriate nature of class-wide equitable relief including corrective and remedial action;
- l. Whether the members of the Plaintiff Class are entitled to restitution as a result of Defendant's conduct and, if so, what is the proper measure and appropriate formula to be applied in determining such restitution;
- m. Whether the members of the Plaintiff Class have sustained damages as a result of Defendant's conduct and, if so, what is the proper measure and appropriate formula to be applied in determining such damages; and
- n. Whether the members of the Plaintiff Class are entitled to punitive and exemplary damages as a result of Defendant's acts of fraud, malice and oppression or in conscious disregard of the rights of Plaintiff and the Plaintiff Class, and, if so, what is the proper amount of such punitive and exemplary damages.

29. **Adequacy**: Plaintiff will fairly and adequately protect the interests of the members of the Class. Plaintiff purchased Kashi Misbranded Products during the Class Period, and is an adequate representative of the Class as she has no interests which are adverse to the interests of absent Class Members. Plaintiff has retained counsel who have substantial experience and success in the prosecution of complex consumer protection class actions of this nature.

30. **Superiority**: A class action is superior to any other available method for the fair and efficient adjudication of this controversy since individual joinder of

1 all members of the Plaintiff Class is impractical. Furthermore, as the damages or
2 injuries suffered by each individual member of the Class may be relatively small,
3 the expenses and burden of individual litigation would make it difficult or
4 impossible for individual members of the Class to redress the wrongs done to them.
5 The cost to the court system of adjudications of individualized litigation would be
6 substantial. Individualized litigation would also present the potential for
7 inconsistent or contradictory judgments.

8 31. Defendant has acted or refused to act on grounds generally applicable
9 to all Class members, thereby making appropriate any final judgment with respect
10 to the Class as a whole.

11 **FACTUAL ALLEGATIONS**

12 **Evaporated Cane Juice is Not Juice, But**

13 **Sugar**

14 32. Sugar cane products exist in many forms, ranging from raw sugars and
15 syrups to refined sugar and molasses. These products are differentiated by their
16 moisture, molasses and sucrose content, as well as by crystal size and any special
17 treatments (*e.g.*, treatment with sulfur). “For purposes of ingredient labeling, the
18 term sugar refers to sucrose, which is obtained from sugar cane or sugar beets...”
19 (21 C.F.R. §101.4(b) (20)). Thus, sugar cane products with common or usual
20 names are defined as sugar and cane sirup (alternatively spelled syrup) (21 C.F.R.
21 §168.130). Other sugar cane products have common or usual names established by
22 common usage (*e.g.*, molasses, raw sugar, brown sugar, turbinado sugar,
23 muscovado sugar and demarar sugar).

24 33. Under 21 C.F.R. §101.9, sugars are defined as “the sum of all free
25 mono- and disaccharides (such as glucose, fructose, lactose, and sucrose).”

26 34. In recent years, certain food products have begun listing “evaporated
27 cane juice” as an ingredient.
28

1 35. In reality, from a nutritional point of view, “evaporated cane juice” is
2 not significantly different from processed white sugar. “Evaporated cane juice” is a
3 processed sweetener that comes from sugar cane juice that has been evaporated. In
4 many people’s minds, it is nutritionally superior to refined white sugar because
5 white sugar goes through one additional step of processing which strips it of all
6 traces of molasses and color. The miniscule difference between the two is that
7 “evaporated cane juice” has a trace more vitamin A, C and calcium than white
8 sugar. However, the evaporated cane juice one finds on food labels has been
9 refined almost as much as white sugar.

10 36. United States Sugar Corporation (“U.S. Sugar Corp.”), one of the
11 nation’s largest producers of cane sugar, states that “evaporated cane juice” is just
12 another name for sugar. Judy Sanchez, a spokesperson for the U.S. Sugar Corp.,
13 says “[a]ll sugar is evaporated cane juice. . . . They just use that for a natural
14 sounding name for a product.”³ Sanchez explained that the only difference
15 between “evaporated cane juice” and common white sugar is that the white sugar is
16 stripped of all traces of molasses, while evaporated cane juice still has some little
17 flecks of molasses that give it a darker caramel color.

18 37. According to the chief executive officer of ASSURKKAR Sugar
19 Company in Costa Rica, which provides raw sugar to U.S. Companies, the term
20 “evaporated cane juice” is wrongly used in the food industry: “Nowadays the food
21 companies are trying to sell more ‘natural’ products, so they use the most
22 impressive or high impact wording to call the customer’s attention.”⁴

23 38. Defendant knows that “evaporated cane juice” is simply sugar but uses
24 the term to imply to consumers that the product is healthier or more natural than
25 processed white sugar.

26
27 ³ See David Schultz, *Evaporated Cane Juice: Sugar in Disguise?*, NPR (Oct. 18, 2012), available at
<http://www.npr.org/blogs/thesalt/2012/10/18/163098211/evaporated-cane-juice-sugar-in-disguise>.

28 ⁴ See Dee McCaffrey, *The Truth About Evaporated Cane Juice*, PROCESSED FREE AMERICA (Nov. 1, 2010), available
at <http://www.processedfreeamerica.org/resources/health-news/405-the-truth-about-evaporated-cane-juice>.

1 **Federal and State Laws and Regulations Govern the Labeling of Food Products**

2 39. Food manufacturers are required to comply with state and federal laws
3 and regulations that govern the labeling of food products. The FDCA, §301, et seq.
4 and federal regulations, namely 21 C.F.R. §101, govern the content and labels of
5 packaged foods. Food labeling is required for most prepared foods such as breads,
6 cereals, canned and frozen foods, snacks, desserts and drinks, among other things.

7 40. Federal law requires that food manufacturers include on food labels
8 each of the ingredients used in the food. 21 C.F.R. §§101 and 130.

9 41. The FDA is responsible for assuring that foods sold in the United
10 States are safe, wholesome and properly labeled. The FDCA and the Fair
11 Packaging and Labeling Act are the federal laws governing food products under
12 FDA's jurisdiction.

13 42. In recent years, the FDA has addressed food labeling regulations. In
14 October 2009, the FDA issued a Draft Guidance ("2009 FDA Guidance") to the
15 food industry that provided, in relevant part:

16 [T]he term "evaporated cane juice" is not the common or usual name
17 of any type of sweetener, including dried cane syrup.

18 ***

19 Over the past few years the term "evaporated cane juice" has started to
20 appear as an ingredient on food labels, most commonly to declare the
21 presence of sweeteners derived from sugar cane syrup. However, the
22 FDA's current policy is that sweeteners derived from sugar cane syrup
23 should not be declared as "evaporated cane juice" because the term
24 falsely suggests that sweeteners are juice.

25 ***

26 Sweeteners derived from sugar cane syrup should not be listed in the
27 ingredient declaration by names which suggest that the ingredients are
28 juice, such as "evaporated cane juice." The FDA considers such

1 representations to be false and misleading under section 403(a) (1) of
 2 the Act (21 U.S.C. §343(a) (1)) because they fail to reveal the basic
 3 nature of the food and its characterizing properties (i.e., that the
 4 ingredients are sugars or syrups) as required by 21 CFR §102.5.⁵

5 43. Defendant has made, and continues to make, false and deceptive
 6 claims on its Kashi Misbranded Products in violation of federal and California laws.
 7 Specifically, Kashi has violated federal and California labeling regulations by
 8 listing sugar cane derived sweeteners as “evaporated cane juice.” The FDA has
 9 made clear that the term “evaporated cane juice” is not the common or usual name
 10 of any type of sweetener, including dried cane syrup. The FDA considers the
 11 ingredient “evaporated cane juice” to be “false and misleading” under section
 12 403(a)(1) of the FDCA because the ingredient falsely indicates that it is a juice and
 13 fails to reveal the basic nature of the food and its characterizing properties as
 14 required by 21 C.F.R. §102.5.

15 44. Defendant’s violations and misrepresentations have resulted in
 16 violations of law and express FDA guidance.

17 **Kashi’s Representations**

18 45. Kashi promotes natural products and realizes that consumers are
 19 increasingly aware of natural products that are minimally processed. Kashi
 20 historically advertises that its products are natural and healthy, but such claims
 21 violate state and federal law.

22 46. Kashi represents and advertises on its Kashi Misbranded Products’
 23 labels that the products contain evaporated cane juice despite the fact that the FDA
 24 has specifically warned companies not to use the term because (a) evaporated cane
 25

26 ⁵ FDA, *Guidance for Industry: Ingredients Declared as Evaporated Cane Juice; Draft Guidance*
 27 (Oct. 2009), available at
 28 <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm181491.htm> (last accessed April 15, 2013).

1 juice is not juice; (b) it violates state and federal labeling regulations designed to
2 ensure that manufacturers label their products with the common or usual name for
3 any ingredient they use; and (c) the term is false and misleading.

4 47. As detailed above, Kashi currently markets approximately 75 different
5 products which list “evaporated cane juice” or “evaporated cane juice crystals” as
6 an ingredient, all of which are misleading and misbranded for reasons stated herein.

7 48. Kashi promotes natural products and realizes that consumers are
8 increasingly aware of natural products that are minimally processed.

9 49. Kashi is aware that its consumers are health conscious consumers.

10 50. Kashi understands the importance and value of descriptors and labels
11 to consumers when considering whether to buy food products.

12 51. Kashi capitalizes on consumers’ heightened demand for natural and
13 healthful products by deceptively marketing its Kashi Misbranded Products and
14 claiming that such products are sweetened with “juice,” disguising that the products
15 include sugar.

16 52. Kashi’s representations were uniform and have been communicated to
17 Plaintiff and to each member of the Class at every point of purchase and
18 consumption.

19 **Kashi’s Evaporated Cane Juice Claims Violate Federal and California Law**
20 **Because the Term is Not a Common or Usual Name for Any Type of Sweetener**

21 53. Federal and California law prohibits manufacturers from referring to
22 foods by anything other than their common and usual names. Kashi has used the
23 misleading term “evaporated cane juice” on its food products in violation of
24 numerous labeling regulations designed to protect consumers from misleading
25 labeling practices.

26 54. Under 21 U.S.C. §343(i), a food is misbranded unless the label bears
27 “the common or usual name of the food, if there be any.” 21 C.F.R. §§101.3(b) and
28 102.5 prohibit manufacturers from referring to foods by anything other than their

1 common and usual names. 21 C.F.R. §101.4(a) (1) also requires food labels to
2 include ingredients listed by their common and usual names: “Ingredients required
3 to be declared on the label or labeling of a food ... shall be listed by common or
4 usual name....”

5 55. The “common or usual name of a food, which may be a coined term,
6 shall accurately identify or describe, in as simple or direct terms as possible, the
7 basic nature of the food or its characterizing properties or ingredients.” 21 C.F.R.
8 §102.5. Further, the ingredient term may not be “confusingly similar to the name of
9 any other food that is not reasonably encompassed within the same name.” 21
10 C.F.R. §102.5(a).

11 56. Sugar cane products with common or usual names defined by
12 regulation are sugar (21 C.F.R. §101.4(b) (20)) and cane sirup or cane syrup (21
13 C.F.R. §168.130).

14 57. According to the FDA, the term “evaporated cane juice” is not the
15 common or usual name of any type of sweetener, including dried cane syrup.
16 Because cane syrup has a standard of identity defined by 21 C.F.R. §168.130, the
17 common or usual name for the solid or dried form of cane syrup is dried cane syrup.

18 58. As detailed above, the 2009 FDA Guidance specifically clarified that
19 the term “evaporated cane juice” did not represent “the common or usual name of
20 any type of sweetener, including dried cane syrup.” Specifically, in 2009 FDA
21 Guidance provided in relevant part:

22 The intent of this draft guidance is to advise the regulated industry of
23 FDA’s view that the term “evaporated cane juice” is not the common
24 or usual name of any type of sweetener, including dried cane syrup.
25 Because cane has a standard of identity defined by regulation in 21
26 CFR §168.130, the common or usual name for the solid or dried form
27 of cane syrup is “dried cane syrup.”
28

1 59. California has adopted similar statutes which hold that food is
2 misbranded if the label or packaging does not “use terms as to render it likely to be
3 read and understood by the ordinary individual under customary conditions.” Cal.
4 Health & Safety Code §110705. Defendant’s use of “evaporated cane juice” on its
5 labels violates California labeling laws because the ingredient is not the common
6 and usual name and thus renders the products misbranded.

7 60. Despite clear FDA guidance, Kashi continues to use the term
8 “evaporated cane juice” on the labels of its Kashi Misbranded Products even though
9 the term is not the common or usual name of any type of sweetener.

10 61. The FDA has made it clear that the use of the term “evaporated cane
11 juice” is unlawful because the term does not represent the common or usual name of
12 any ingredient. Foods that bear labels containing the term “evaporated cane juice”
13 are misbranded.

14 62. Kashi’s misrepresentations mislead consumers into buying products
15 that were ultimately worth less to the consumer than the product he or she was
16 promised or expected.

17 63. The Kashi Misbranded Products mislead consumers into paying a
18 premium price for inferior or undesirable ingredients or for ingredients that are
19 misleadingly listed on the label.

20 64. Defendant has also made the same misleading claims on its websites
21 and in advertising in violation of federal and California law.

22 **Kashi’s Misbranded Products are**
23 **Misleading**

24 65. Because the FDA has specifically identified “evaporated cane juice” as
25 false and misleading,” Kashi’s use of the ingredient on labels also violates federal
26 and California law because the products identified as such are misbranded.

27 66. Under the FDCA, food is “misbranded” if “the package or label of
28 which shall bear any statement or design regarding such article or the ingredients or

1 substances contained therein, which shall be false or misleading in any particular.”
2 21 U.S.C. §343(a). Because the 2009 FDA Guidance has specifically identified the
3 use of “evaporated cane juice” to be misleading under this very statute, Defendant’s
4 products identified herein are misbranded and Defendant’s labeling practices are in
5 violation of the statute.

6 67. California has also adopted a substantially similar labeling
7 requirement, codified in Cal. Health and Safety Code §§110370 &110660. Under
8 section 110370, the label on each package of food must bear the common or usual
9 name of each ingredient. Under section 110660, a food is misbranded if “its
10 labeling is false or misleading in any particular.” *See also* Cal Health and Safety
11 Code §110370. Because the 2009 FDA Guidance has specifically identified the use
12 of “evaporated cane juice” to be misleading under 21 U.S.C. §343(a), a nearly
13 identical statute, Defendant’s products identified herein are misbranded and in
14 violation of California law.

15 68. Kashi’s “evaporated cane juice” representations on the labels of its
16 Kashi Misbranded Products are thus misleading and, as a result, the products are
17 misbranded.

18 69. Defendant’s improper labeling, advertising and marketing described
19 herein are false and misleading and used for the purpose of increasing sales of the
20 products at issue.

21 70. Kashi’s misrepresentations lead consumers to purchase products that
22 they otherwise would not have purchased. Kashi’s misrepresentations also led
23 consumers into paying a premium price for undesirable ingredients or for
24 ingredients that are misleadingly listed on the label or into buying products that
25 were ultimately worth less to the consumer than the product he or she was promised
26 or expected.

27 71. Defendant has also made the same misleading claims on its websites
28 and in advertising in violation of federal and California law.

Kashi Consumer Complaints Confirm that the Kashi Misbranded Products' Labels are Misleading

72. Kashi maintains a website that allows consumers throughout the United States, including California, to view marketing, advertising, promotional information and nutritional information pertaining to Kashi products.

73. Recent consumer complaints and comments found on Kashi's website, www.kashi.com, demonstrate that Kashi's food labels identifying "evaporated cane juice" as an ingredient are misleading. Indeed, certain consumers' comments demonstrate that they are, in fact, misled about the sugar contained in certain of Kashi's Misbranded Products.

Tonyapf writes: Excellent taste without adding sugar, berries were good, but should have been more plentiful [commenting on Kashi's Heart to Heart Cereal Oat Flakes & Blueberry Clusters, which includes "evaporated cane juice"].

Spea327 writes: ...There is no sugar in the bars.... [commenting on Kashi Soft-Baked Squares Chocolate, which includes "evaporated cane juice medium invert syrup"]

LadymillionM writes: Gosh!! I can feel the flavor of all of my fav grains...whole grains... NO ADDED SUGAR (not artificially tastes sweet!!) tastes so PURE & NATURAL!! My dream-come-true cereals. :D. [commenting on Kashi 7 Whole Grain Cereals Flakes, which includes "organic evaporated cane juice"].

patnb writes: Sorry, but I'm very disappointed with this product because it's just too sweet. Gave it to a friend who agreed with me. Also, just because there's a lot of fibre doesn't make it all that healthy.

1 I'm so tired of labels that say "100% fibre" but don't consider the
2 sugar content. Also, honey really doesn't make it any better than
3 sugar. Also, "organic" really has no meaning unless it's true...
4 [commenting on Kashi Squares Honey Sunshine, including "organic
5 evaporated cane juice," which Kashi advertises on its website as being
6 sweetened with honey, without mentioning that the cereal is also
7 sweetened with evaporated cane juice (emphasis added)]

8 74. The comments demonstrate the concerns of the type common between
9 Plaintiff and other Class members. Because the above-comments are on Kashi's
10 own website, and the 2009 FDA Guidance is publicly available information,
11 Defendant is aware that its use of "evaporated cane juice" is misleading and
12 confusing to consumers. Thus, Defendant's misrepresentations were deliberate.

13 75. Notwithstanding Defendant's knowledge of its deceptive practices,
14 Defendant fails and continues to fail to properly identify on its Kashi Misbranded
15 Products' labels the ingredient that is "evaporated cane juice." Instead, Kashi has
16 engaged in a calculated pattern and practice to hide the true nature of the ingredient.

17 76. Defendant's failure to adhere to the FDA standards of identity for its
18 products and use common and usual names to refer to its product ingredients,
19 including the use of "evaporated cane juice" as an ingredient, led consumers to
20 purchase the Kashi Misbranded Products identified herein.

21 77. Defendant's improper labeling, advertising and marketing described
22 herein are false and misleading and used for the purpose of increasing sales of the
23 products at issue.

24 78. A reasonable person would attach importance to Defendant's
25 misrepresentations in determining whether to purchase the products detailed herein.
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FIRST CLAIM FOR RELIEF
Violations of the Sherman Food, Drug, and Cosmetic Act
California Health & Safety Code §109875 *et seq.*

79. Plaintiff hereby incorporates and realleges, as though fully set forth herein, each and every allegation set forth in the preceding paragraphs of this Complaint.

80. Plaintiff and the Class members are consumers who purchased Kashi Misbranded Products.

81. California Health & Safety Code §110660 states that any food is misbranded if its labeling is false or misleading in any particular.

82. California Health & Safety Code §110370 requires that the label on each package of a food bears the common or usual name of the ingredients used therein.

83. Defendant has disseminated false and misleading advertisements and marketing materials concerning mislabeled and misbranded Kashi Misbranded Products in violation of California Health & Safety Code §110390.

84. Defendant has offered and sold Kashi Misbranded Products by means of false advertisements in violation of California Health & Safety Code §110395.

85. Defendant's marketing of the Kashi Misbranded Products as food containing "evaporated cane juice" as an ingredient constitutes misbranding under California Health & Safety Code §110660. Accordingly, Defendant's failure to label these foods with their common or usual ingredient names is a *per se* violation of California law.

86. Defendant's acts, as described herein, have violated other provisions of the California Health & Safety Code.

87. Plaintiff, and the members of the Plaintiff Class, accordingly, are entitled to equitable relief including injunctive relief, remedial or corrective action, full restitution and/or disgorgement, as well as attorney's fees.

SECOND CLAIM FOR RELIEF
Violations of the Consumers Legal Remedies Act
California Civil Code § 1750 *et seq.*

88. Plaintiff hereby incorporates and realleges, as though fully set forth herein, each and every allegation set forth in the preceding paragraphs of this Complaint.

89. The acts and practices as alleged herein constituted and constitute unlawful methods of competition, unfair, or deceptive acts undertaken in a transaction which resulted in the sale of goods to consumers including, but in no way limited to, representing that goods and services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities which they do not have or that Defendant has a sponsorship, approval, status, affiliation, or connection which it does not have.

90. Plaintiff seeks an order enjoining the above-described wrongful acts and practices of Defendants and awarding restitution, recession or disgorgement of Defendant's revenues and profits from the sale of Kashi Misbranded Products.

91. As a direct and proximate result of Defendant's violations of the CLRA as alleged herein, Plaintiff and members of the Class have been injured including, *inter alia*, by:

A. the infringement of their legal rights as a result of being subjected to the common course of conduct alleged herein;

B. Plaintiff and the members of the Class were induced to purchase Kashi Misbranded Products from Defendant, which they would not have done had they been fully informed of Defendant's acts, omissions, misrepresentations, practices and nondisclosures as alleged in this Complaint, in violation of, *inter alia*, the CLRA;

1 C. Plaintiff and the members of the Class were
2 induced to rely on Defendant's deceptive representations to their
3 detriment as a result of Defendant's conduct as alleged in this
4 Complaint, in violation of, *inter alia*, the CLRA;

5 D. Plaintiff and members of the Class have
6 unknowingly been subjected to significant risks without their
7 knowledge or consent.

8 92. Defendant's acts, statements, representations, policies and procedures
9 as described herein were knowingly deceptive and were made with conscious
10 disregard of their effects upon consumers. Defendant is required by law to brand
11 their products accurately for the benefit of potential consumers. Defendant failed to
12 do so in order to conceal their acts, omissions, misrepresentations, practices and
13 nondisclosures as alleged in this Complaint, and to induce customers to purchase
14 Kashi Misbranded Products from the Defendant. Accordingly, Defendant engaged
15 in acts of fraud, malice and oppression or in conscious disregard of the rights or
16 safety of the Plaintiff and the members of the Plaintiff Class.

17 93. In addition to restitution and other equitable relief as provided by the
18 CLRA, as a direct and proximate result of the violations of the CLRA as alleged
19 herein, Plaintiff and the Plaintiff Class have suffered damages in an amount to be
20 proved at the time of trial.

21 94. Further, the violations of the CLRA as alleged herein were committed
22 by means of fraud, malice and oppression, including conscious disregard of legal
23 rights, thereby entitling Plaintiff and the Plaintiff Class to punitive and exemplary
24 damages in an amount to be proved at the time of trial. Plaintiff will subsequently
25 amend this Complaint to add claims for compensatory and punitive damages after
26 making the demand specified in Cal. Civ. Code §1782.

THIRD CLAIM FOR RELIEF

**For Violation of the Unfair Competition Law,
California Business and Professions Code §§17200 *et seq.***

95. Plaintiff hereby incorporates and realleges, as though fully set forth herein, each and every allegation set forth in the preceding paragraphs of this Complaint

96. All marketing, advertising, publicity and promotional efforts as described herein undertaken by Defendant concerning the quality of goods in connection with the Kashi Misbranded Products, constitutes unfair competition, in violation of California Business and Professions Code §17200 *et seq.*, the Unfair Competition Law (“UCL”). Defendant has engaged and continues to engage in conduct that is unlawful, unfair or fraudulent through a pattern of misrepresentation and concealment of material facts that mislead and deceive the public with respect to the true nature of the Kashi Misbranded Products, by marketing, offering and selling them as including the ingredient “evaporated cane juice”.

97. The acts, omissions, misrepresentations, practices and nondisclosures of Defendant, as alleged herein, constituted and continue to constitute unfair, unlawful and/or fraudulent business practices within the meaning of Business and Professions Code §17200 *et seq.*, including, but in no way limited to, the following:

A. the violation of the Business and Professions Code §17500 *et seq.*, (“FAL”);

B. the violation of Civil Code §1750 *et seq.*, the Consumer Legal Remedies Act (“CLRA”), set forth in this Complaint;

C. violation of section 5 of the Federal Trade Commission Act (15 U.S.C. § 45(a));

D. violation of Sherman Food, Drug, and Cosmetic Laws, Health and Safety Code §109875 *et seq.*, the related acts and regulations;

1 E. violation of the federal FDA act, the related acts
2 and regulations;

3 F. Defendant's acts, omissions, misrepresentations,
4 practices, and nondisclosures as set forth in this Complaint, whether
5 or not in violation of the laws set forth herein, are otherwise unfair,
6 unconscionable, unlawful and fraudulent;

7 i. Defendant's acts and practices are unfair to
8 consumers in the State of California within the meaning of
9 Business and Professions Code §17200 *et seq.*, and

10 ii. Defendant's acts and practices are
11 fraudulent within the meaning of the Business and Professions
12 Code §17200 *et seq.*

13 98. Plaintiff, and the members of the Plaintiff Class, accordingly are
14 entitled to equitable relief including injunctive relief, remedial or corrective action,
15 full restitution and/or disgorgement of Defendant's revenues and profits from the
16 sale of Kashi Misbranded Products.

17
18 **FOURTH CLAIM FOR RELIEF**
19 **Violation of False Advertising Law,**
20 **California Business and Professions Code §§17500 *et seq.***

21 99. Plaintiff hereby incorporates and realleges, as though fully set forth
22 herein, each and every allegation set forth in the preceding paragraphs of this
23 Complaint.

24 100. The advertising, marketing and other promotional efforts undertaken
25 by Defendant constitute advertising devices disseminated by Defendant from and
26 into California, which contained and continue to contain statements and omissions
27 of material facts concerning the nature of Kashi Misbranded Products that are
28

1 untrue and/or misleading in violation of California Business and Professions Code
2 §§17500 *et seq.*, the False Advertising Law ("FAL").

3 101. Plaintiff, and the members of the Plaintiff Class, accordingly are
4 entitled to equitable relief including injunctive relief, remedial or corrective action,
5 full restitution and/or disgorgement of Defendant's revenues and profits from the
6 sale of Kashi Misbranded Products.

7
8 **FIFTH CLAIM FOR RELIEF**
9 **Negligent Misrepresentation**
10 **California Civil Code §§1709, 1710 & 1711**

11 102. Plaintiff hereby incorporates and realleges, as though fully set forth
12 herein, each and every allegation set forth in the preceding paragraphs of this
13 Complaint.

14 103. Defendant has made express and implied representations to Plaintiff
15 and the members of the Plaintiff Class and omitted to state material facts in
16 connection with the sales, marketing and advertising of the Kashi Misbranded
17 Products.

18 104. Defendant made the aforesaid representations without reasonable
19 grounds for believing them to be true, and omitted facts which were necessary,
20 under the circumstances, to make their representations and related practices
21 concerning Kashi Misbranded Products not misleading.

22 105. Defendant's misrepresentations and omissions were uniform and part
23 of a common course of conduct directed to Plaintiff and the members of the
24 Plaintiff Class.

25 106. Plaintiff and the Plaintiff Class were induced to purchase Kashi
26 Misbranded Products based on Defendant's misrepresentations and omissions of
27 material fact.

28 107. Defendant intended and expected Plaintiff and the Plaintiff Class to
rely on the false and untrue representations and omissions to induce Plaintiff and

1 the Plaintiff Class to purchase Kashi Misbranded Products. Had Plaintiff and the
2 Plaintiff Class known the true facts, they would not have taken such action.

3 108. As a direct and proximate result of Defendant's negligent
4 misrepresentations and omissions, Plaintiff and the Plaintiff Class have suffered
5 damages in an amount to be proved at the time of trial. In the alternative, Plaintiff
6 and the Plaintiff Class are entitled to all sums by which Defendant has been unjustly
7 enriched.

8 **PRAYER FOR RELIEF**

9 WHEREFORE, the Representative Plaintiff, on behalf of herself and all
10 persons and consumers similarly situated and residing in California, pray for
11 judgment against Defendant as follows:

- 12 1. that an order certifying the Class defined herein be entered designating
13 Plaintiff and their counsel as representatives of said Class;
 - 14 2. that Defendant be ordered to make restitution to the Plaintiff and each
15 member of the Plaintiff Class under each cause of action in an amount
16 according to proof at trial;
 - 17 3. for injunctive relief against Defendant under each cause of action;
 - 18 4. for compensatory damages in an amount according to proof under their
19 Negligent Misrepresentation Causes of Action;
 - 20 5. for punitive and exemplary damages in amounts according to proof at
21 trial;
 - 22 6. for other equitable relief;
 - 23 7. for attorney's fees as provided by law;
 - 24 8. for prejudgment interest as provided by law;
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1 9. for costs of suit; and

2 10. for such other and further relief as this Court deems to be just and
3 equitable.

4
5
6 Dated: April 22, 2013

By: /s/ Geoffrey J. Spreter

Alexander M. Schack (99126)
Geoffrey J. Spreter (257077)

Attorneys for Plaintiff and the
Proposed Plaintiff Class

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17 **JURY TRIAL DEMAND**

18 Pursuant to Federal Rules of Civil Procedure, Rule 38(b), Plaintiff
19 hereby demands a trial by jury on all issues so triable.
20

21 Dated: April 22, 2013

By: /s/ Geoffrey J. Spreter

22 Alexander M. Schack (99126)
23 Geoffrey J. Spreter (257077)

24 Attorneys for Plaintiff and the
25 Proposed Plaintiff Class
26
27
28

JS 44 (Rev. 12/12)

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

I. (a) PLAINTIFFS

DENELDA NORWOOD, on Behalf of Herself and All Others Similarly Situated

(b) County of Residence of First Listed Plaintiff San Diego
(EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number)

Alex Schack (99126); Geoff Spreter (257077)
LAW OFFICES OF ALEXANDER M. SCHACK
16870 W. Bernardo Dr., Ste. 400, San Diego, CA 92127 (858) 485-6535

DEFENDANTS

KASHI COMPANY

County of Residence of First Listed Defendant
(IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.

Attorneys (If Known)

'13CV0956 WQHBLM

II. BASIS OF JURISDICTION (Place an "X" in One Box Only)

- ☐ 1 U.S. Government Plaintiff
- ☐ 2 U.S. Government Defendant
- ☐ 3 Federal Question
(U.S. Government Not a Party)
- ☒ 4 Diversity
(Indicate Citizenship of Parties in Item III)
28 U.S.C. Sec. 1332(d)
Class Action-Diversity

III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)

- | | PTF | DEF | | PTF | DEF |
|---|---------------------------------------|---------------------------------------|---|----------------------------|----------------------------|
| Citizen of This State | <input checked="" type="checkbox"/> 1 | <input type="checkbox"/> 1 | Incorporated or Principal Place of Business In This State | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 |
| Citizen of Another State | <input type="checkbox"/> 2 | <input checked="" type="checkbox"/> 2 | Incorporated and Principal Place of Business In Another State | <input type="checkbox"/> 5 | <input type="checkbox"/> 5 |
| Citizen or Subject of a Foreign Country | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | Foreign Nation | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |

IV. NATURE OF SUIT (Place an "X" in One Box Only)

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES	
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excludes Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	PERSONAL INJURY <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Medical Malpractice	PERSONAL INJURY <input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 367 Health Care/Pharmaceutical Personal Injury Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability PERSONAL PROPERTY <input checked="" type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other LABOR <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Management Relations <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 751 Family and Medical Leave Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Employee Retirement Income Security Act IMMIGRATION <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 PROPERTY RIGHTS <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark SOCIAL SECURITY <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g)) FEDERAL TAX SUITS <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutionality of State Statutes
REAL PROPERTY <input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Torts to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	CIVIL RIGHTS <input type="checkbox"/> 440 Other Civil Rights <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 448 Education	PRISONER PETITIONS Habeas Corpus: <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty Other: <input type="checkbox"/> 540 Mandamus & Other <input type="checkbox"/> 550 Civil Rights <input type="checkbox"/> 555 Prison Condition <input type="checkbox"/> 560 Civil Detainee - Conditions of Confinement			

V. ORIGIN (Place an "X" in One Box Only)

- ☒ 1 Original Proceeding
- ☐ 2 Removed from State Court
- ☐ 3 Remanded from Appellate Court
- ☐ 4 Reinstated or Reopened
- ☐ 5 Transferred from Another District (specify)
- ☐ 6 Multidistrict Litigation

VI. CAUSE OF ACTION

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):
28:1332; Consumer Legal Remedies Act, Civ. Code Sec. 1750; Neg. Misrepresentation Civ. Code Sec 1709-1711
 Brief description of cause:
Defendant's product labeling fails to accurately identify the ingredients in its products.

VII. REQUESTED IN COMPLAINT:

☒ CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P.

DEMAND \$

CHECK YES only if demanded in complaint:

JURY DEMAND: ☒ Yes ☐ No

VIII. RELATED CASE(S) IF ANY

(See instructions):

JUDGE Janis L. Sammartino/Barbara Major

DOCKET NUMBER 3:13-cv-00899-JLS-BLM

DATE

04/22/2013

SIGNATURE OF ATTORNEY OF RECORD

/s/ Geoffrey J. Spreter

FOR OFFICE USE ONLY

RECEIPT #

AMOUNT

APPLYING IFP

JUDGE

MAG. JUDGE