

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF FLORIDA**

Civil Case No.: 0:13-cv-62496

**TODD BARRON, ADELE FERRERA,  
MATTHEW MCDONOUGH, and DAVID  
KORN**, individually, and on behalf of all others  
similarly situated,

*Plaintiffs,*

vs.

**SNYDER’S-LANCE, INC.**, a North Carolina  
corporation,

*Defendant.*

**CLASS ACTION COMPLAINT AND DEMAND FOR JURY TRIAL**

Plaintiffs, Todd Barron, Adele Ferrera, Matthew McDonough, and David Korn (collectively, “Plaintiffs”), individually and on behalf of all others similarly situated, by and through their undersigned attorneys, hereby bring this Complaint against Snyder’s-Lance, Inc. (“Snyder’s” or “Defendant”), and allege as follows:

Plaintiffs bring this action on behalf of themselves and nationwide classes seeking declaratory and injunctive relief pursuant to Federal Rule of Civil Procedure (“Rule”) 23(a) and (b)(2) for violations of the statutory and common law of the State of Florida, and monetary damages pursuant to Rule 23(a) and (b)(3) for violations of the statutory and common law of the State of Florida.

Alternatively, Plaintiffs bring this action on behalf of themselves and a multi-state class of residents of the States of Florida, New York, and California seeking declaratory and injunctive relief pursuant to Rule 23(a) and (b)(2) for violations of the statutory and common law of the State

of Florida, and a multi-state class of residents of the States of Florida, New York, and California seeking monetary damages pursuant to Rule 23(a) and (b)(3) for violations of the statutory and common law of the State of Florida.

Alternatively, Plaintiffs Barron and Ferrara bring this action on behalf of themselves and a class of Florida residents seeking declaratory and injunctive relief pursuant to Rule 23(a) and (b)(2), and a class of Florida residents seeking monetary damages pursuant to Rule 23(a) and (b)(3), for violations of the statutory and common law of the State of Florida; Plaintiff Matthew McDonough brings this action on behalf of himself and a class of New York residents seeking declaratory and injunctive relief pursuant to Rule 23(a) and (b)(2), and a class of New York residents seeking monetary damages pursuant to Rule 23(a) and (b)(3), for violations of the statutory and common law of the State of New York; and Plaintiff David Korn brings this action on behalf of himself and a class of California residents seeking declaratory and injunctive relief pursuant to Rule 23(a) and (b)(2), and a class of California residents seeking monetary damages pursuant to Rule 23(a) and (b)(3), for violations of the statutory and common law of the State of California.<sup>1</sup>

The allegations in this Complaint are based on the personal knowledge of each of the Plaintiffs as to themselves and on information and belief as to all other matters, through investigation of Plaintiffs' undersigned counsel. Plaintiffs believe substantial evidentiary support exists for the allegations set forth herein after a reasonable opportunity for discovery.

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1. As used herein, "Class" and "Classes" refer to the nationwide, multi-state, and statewide classes identified above, collectively.

### **NATURE OF THE ACTION**

1. Plaintiffs allege that from November 13, 2009, through the present (the “Class Period”), Defendant deceptively and misleadingly marketed certain products as “All Natural,” “natural,” and/or “naturals” when, in fact, those products contained unnatural genetically-modified organisms (“GMOs”)<sup>2</sup> and, in many cases, other unnatural artificial and synthetic ingredients.

2. The deceptively and misleadingly marketed products include:<sup>3</sup>

- The following products, which this Complaint refers to, collectively, as “Snyder’s Snacks” and all of which Defendant prominently labels “All Natural”:
  - Snyder’s of Hanover The Pounder Olde Tyme Pretzels;
  - Snyder’s of Hanover The Pounder Mini Pretzels;
  - Snyder’s of Hanover The Pounder Snaps Pretzels;
  - Snyder’s of Hanover The Pounder Thins Pretzels;
  - Snyder’s of Hanover The Pounder Sticks Pretzels;
  - Snyder’s of Hanover The Pounder Sourdough Specials;
  - Snyder’s of Hanover The Pounder Sourdough Dark Specials;
  - Snyder’s of Hanover Reduced Fat The Pounder Yellow Corn Tortilla Chips;
  - Snyder’s of Hanover Reduced Fat The Pounder White Corn Tortilla Chips;
  - Snyder’s of Hanover Reduced Fat The Pounder Restaurant Style Tortilla Chips;
  - Snyder’s of Hanover Reduced Fat The Pounder Whole Grain Tortilla Chips;
  - Snyder’s of Hanover Reduced Fat The Pounder Dippin’ Strips Tortilla Strips; and
  - Snyder’s of Hanover Reduced Fat Twist of Lime Tortilla Chips;
- The following products, which this Complaint refers to, collectively, as “Cape Code Chips”

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2. As used herein, “genetically-modified” refers to the use of molecular biology techniques, such as recombinant DNA techniques, to delete genes or to transfer genes for particular qualities from one species to another. In contrast to conventional breeding techniques, modern molecular biology techniques permit the insertion into an organism of genetic material from an unrelated species, as the DNA of a fish into a tomato. *See* Ed Wallis, *Fish Genes into Tomatoes: How the World Regulates Genetically Modified Foods*, 80 N.D. L. Rev. 421 (2004).

3. Defendant may discontinue offering some products and regularly introduces new products that are also falsely and misleadingly labeled “All Natural,” “natural,” or “naturals.” Defendant may also market and sell additional substantially similar products of which Plaintiffs are unaware. Plaintiffs will ascertain the identity of these additional products through discovery.

and all of which Defendant prominently labels “All Natural”:

- Cape Cod Kettle Cooked Potato Chips Original;
  - Cape Cod Kettle Cooked Potato Chips Sea Salt & Vinegar;
  - Cape Cod Kettle Cooked Potato Chips Sea Salt & Cracked Pepper;
  - Cape Cod Kettle Cooked Potato Chips Sweet & Spicy Jalapeño;
  - Cape Cod Kettle Cooked Potato Chips Sweet Mesquite Barbeque;
  - Cape Cod Kettle Cooked Potato Chips Sour Cream & Green Onion;
  - Cape Cod Kettle Cooked Potato Chips 40% Reduced Fat Original;
  - Cape Cod Kettle Cooked Potato Chips 40% Less Fat Sea Salt & Vinegar;
  - Cape Cod Kettle Cooked Potato Chips 40% Less Fat Sweet Mesquite Barbeque;
  - Cape Cod Kettle Cooked Potato Chips 40% Less Fat Aged Cheddar & Sour Cream;
  - Cape Cod Kettle Cooked Potato Chips 40% Less Fat Sea Salt & Cracked Pepper;
  - Cape Cod Kettle Cooked Waffle Cut Potato Chips Sea Salt;
  - Cape Cod Kettle Cooked Waffle Cut Potato Chips Farm Stand Ranch;
  - Cape Cod Kettle Cooked Waffle Cut Potato Chips Seasoned Pepper;
  - Cape Cod Kettle Cooked Potato Chips Chef’s Recipe Feta & Rosemary; and
  - Cape Cod Kettle Cooked Potato Chips Chef’s Recipe Roasted Garlic & Red Pepper;
- The following products, which this Complaint refers to, collectively, as “EatSmart Snacks” and which Defendant prominently labels “naturals” or “All Natural”:
    - EatSmart Naturals Whole Grain Tortilla Chips Sea Salt;
    - EatSmart Naturals Whole Grain Cheese Curls White Cheddar Cheese;
    - EatSmart Naturals Corn & Rice Puffs White Cheddar Cheese; and
    - EatSmart Potato Crisps All Natural Popped Snacks Salt & Vinegar; and
  - The following products, which this Complaint refers to, collectively, as “Padrinos Chips” and all of which Defendant prominently labels “All Natural”:
    - Padrinos Tortilla Chips Restaurant Style;
    - Padrinos Tortilla Chips No Salt; and
    - Padrinos Tortilla Chips Reduced Fat.

This Complaint refers to Snyder’s Snacks, Cape Cod Chips, EatSmart Snacks, and Padrinos Chips, collectively, as the “Product” or “Products.” Attached hereto as **Exhibit 1** and incorporated herein are images of the Product labels, ingredients, and Nutrition Facts.

3. Throughout the Class Period, Defendant has systematically marketed and advertised the Products as “All Natural,” “natural,” and/or “naturals” on each package of Snyder’s Snacks, Cape Cod Chips, EatSmart Snacks, and Padrinos Chips, such that any United States

consumer who purchased the Products, or who purchases the Products today or in the future, is exposed to Defendant's "All Natural," "natural," and/or "naturals" claims.

4. These claims are deceptive and misleading because the Products are not "All Natural," "natural," or "naturals."

5. Specifically, all of the Products contain unnatural, genetically-modified ingredients, and many of the Products also contain unnatural artificial, synthetic, and highly processed ingredients, as follows:

- Snyder's Snacks contain either genetically-modified canola oil or genetically-modified corn.<sup>4</sup> In addition, of the Snyder's Snacks:
  - Four (4) contain corn (*i.e.*, either yellow corn or white corn) enriched with thiamine, riboflavin, niacin (synthetic), iron, and folic acid (synthetic);
  - Seven (7) contain enriched flour, which consists of wheat flour, niacin (synthetic), reduced iron, thiamine mononitrate (synthetic), riboflavin, and folic acid (synthetic);
  - Three (3) contain dextrose, which is synthetically produced using genetically-modified corn;
  - One (1) contains maltodextrin, which is synthetic; and
  - Two (2) contain corn starch, which contains, or is derived from, genetically-modified corn.
- Cape Cod Chips contain genetically-modified canola oil. In addition, of the Cape Cod Chips Products:
  - One (1) contains soybean oil (Cape Cod Kettle Cooked Potato Chips Chef's Recipe Feta & Rosemary), which contains genetically-modified soy;
  - Six (6) contain dextrose, which is synthetically produced using genetically-modified corn;
  - Eleven (11) contain maltodextrin, which is synthetic;
  - Four (4) contain corn syrup solids, which are produced from genetically-modified corn;
  - Two (2) contain corn starch and one (1) contains modified corn starch, both of which contain, or are derived from, genetically-modified corn;
  - Four (4) contain artificial colors (oleoresin paprika, paprika extract, caramel color, and annatto extract); and

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4. Six (6) of the Snyder's Snacks also contain "vegetable oil (contains one or more of the following: canola oil, corn oil, sunflower oil)," which may also contain genetically-modified canola oil and genetically-modified corn oil.

- One (1) contains disodium phosphate, which is synthetic.
- EatSmart Snacks contain genetically-modified canola oil and/or genetically modified corn (either in the form of corn or corn meal). In addition, all of the EatSmart Snacks contain maltodextrin, which is synthetic.
- Padrinos Chips contain genetically-modified corn.

Attached hereto as **Exhibit 2** and incorporated herein is a spreadsheet showing the ingredients of each of the Products.

6. GMOs are organisms in which the genetic material (*i.e.*, DNA) has been altered in a way that does not occur naturally, allowing the organism to exhibit traits that would not appear in nature. “For example, by transferring specific genetic material from a bacterium to a plant, scientists can create plants that can produce pesticidal proteins or other chemicals that the plant could not previously produce. Using this technology, scientists have modified corn, cotton, and potatoes to produce a pesticidal protein that is toxic when ingested by specific insect pests.” EPA’s Regulation of Biotechnology for Use in Pest Management | Pesticides | US EPA, [http://www.epa.gov/oppbppd1/biopesticides/reg\\_of\\_biotech/eparegofbiotech.htm](http://www.epa.gov/oppbppd1/biopesticides/reg_of_biotech/eparegofbiotech.htm) (last accessed Nov. 7, 2013).

7. Thus, Defendant misleads and deceives reasonable consumers, including the named Plaintiffs and the other members of the Classes, by portraying Products containing non-natural, genetically-modified ingredients and other non-natural artificial and synthetic ingredients as “All Natural,” “natural,” and/or “naturals.”

8. Defendant’s conduct harms consumers by inducing them to purchase and consume Products containing non-natural genetically-modified ingredients and other non-natural artificial and synthetic ingredients on the false premise that the products are “All Natural,” “natural,” and/or “naturals” and by inducing consumers to pay a premium price for the Products.

### **JURISDICTION AND VENUE**

9. This Court has original subject-matter jurisdiction over this action pursuant to the Class Action Fairness Act of 2005, 28 U.S.C. § 1332(d), which explicitly provides for the original jurisdiction of the federal courts in any class action in which at least 100 members are in the proposed plaintiff class, any member of the plaintiff class is a citizen of a State different from the State of citizenship of any defendant, and the matter in controversy exceeds the sum of \$5,000,000.00, exclusive of interest and costs. Plaintiffs allege there are at least 100 members in the proposed Classes, the total claims of the proposed Class members are well in excess of \$5,000,000.00 in the aggregate, exclusive of interest and costs, and a member of each of the proposed Classes is a citizen of a State different from the State of citizenship of Defendant (North Carolina).

10. This Court has personal jurisdiction over Defendant for reasons including but not limited to the following: Plaintiffs' claims arise out of Defendant's conduct within the State of Florida.

11. Venue is proper in this District under 28 U.S.C. § 1391(b)(2). A substantial part of the events or omissions giving rise to Plaintiff's claims occurred in this District, including Defendant's dissemination of false and misleading information regarding the nature, quality, and/or ingredients of the Products.

### **PARTIES**

#### **Plaintiffs**

12. Plaintiff Todd Barron is a consumer residing in the city of Fort Lauderdale, County of Broward, Florida. During early 2013, Mr. Barron purchased Cape Cod Kettle Cooked Potato Chips 40% Reduced Fat Original and other Cape Cod Chips labeled "40% Less Fat" from the list

above from a Publix supermarket located in Fort Lauderdale, Florida, for his personal consumption. The Products' packaging contained the representation that they were "All Natural." Mr. Barron believed Defendant's representation that the Products were "All Natural." He relied on the "All Natural" representation in making his purchase decisions and would not have purchased the Products had he known they were not, in fact, "All Natural" because they contained GMOs and other artificial and synthetic ingredients. Mr. Barron paid for "All Natural" Products, but he received Products that were not "All Natural." Specifically, he received Products made from canola oil that was genetically manipulated in a laboratory to exhibit traits canola oil does not possess in nature. The Products Mr. Barron received were worth less than the Products for which he paid. Mr. Barron was injured in fact and lost money as a result of Defendant's improper conduct.

13. Plaintiff Adele Ferrera is a consumer residing in Boynton Beach, Florida. From 2010 to 2013, Ms. Ferrera purchased the Snyder's Snacks Products at a Target Supercenter in Boynton Beach, Florida, approximately six (6) times per year for her personal consumption. The Products' packaging contained the representation that they were "All Natural." Ms. Ferrera believed Defendant's representation that the Products were "All Natural." She relied on the "All Natural" representation in making her purchase decisions and would not have purchased the Products had she known they were not, in fact, "All Natural" because they contained GMOs and other artificial and synthetic ingredients. Ms. Ferrera paid for "All Natural" Products, but she received Products that were not "All Natural." Specifically, she received Products made from canola oil that was genetically manipulated in a laboratory to exhibit traits canola oil does not possess in nature. Further, she received Products containing enriched flour, which is not natural because it is highly processed (as described below) and because it includes niacin (synthetic),



thiamine mononitrate (synthetic), and folic acid (synthetic). Further, certain of the Snyder's Snacks she purchased were otherwise synthetic as described herein (*e.g.*, because the particular Products contain maltodextrin). The Products Ms. Ferrera received were worth less than the Products for which she paid. Ms. Ferrera was injured in fact and lost money as a result of Defendant's improper conduct.

14. Plaintiff Matthew McDonough is a consumer residing in the city of Rochester, New York. During January and February 2013, Mr. McDonough purchased EatSmart Naturals Whole Grain Tortilla Chips Sea Salt at a Wegman's supermarket in Rochester, New York, for his personal consumption. The Products' packaging contained the representation that they were "naturals." Mr. McDonough believed Defendant's representation that the Products were "naturals." He relied on the "naturals" representation in making his purchase decision and would not have purchased the Products had he known they were not, in fact, "naturals" because they contained GMOs and another artificial and synthetic ingredient. Mr. McDonough paid for Products that were "naturals," but he received Products that were not "naturals." Specifically, he received Products made from canola oil and whole yellow corn that were genetically manipulated in a laboratory to exhibit traits canola oil and whole yellow corn do not possess in nature. Further, the Products he received contained maltodextrin, which is synthetic. The Products Mr. McDonough received were worth less than the Products for which he paid. Mr. McDonough was injured in fact and lost money as a result of Defendant's improper conduct.

15. Plaintiff David Korn is a consumer residing in the city of San Francisco, California. During 2012 and 2013, Mr. Korn purchased various types of Padrinos Chips from a Safeway supermarket located in San Francisco, California, for his personal consumption, including Padrinos Tortilla Chips Restaurant Style, Padrinos Tortilla Chips No Salt, and Padrinos Tortilla

Chips Reduced Fat. The Products' packaging contained the representation that they were "All Natural." Mr. Korn believed Defendant's representation that the Products were "All Natural." He relied on the "All Natural" representation in making his purchase decision and would not have purchased the Products had he known they were not, in fact, "All Natural" because they contained GMOs. Mr. Korn paid for "All Natural" Products, but he received Products that were not "All Natural." Specifically, he received Products made from corn that was genetically manipulated in a laboratory to exhibit traits corn does not possess in nature. The Products Mr. Korn received were worth less than the Products for which he paid. Mr. Korn was injured in fact and lost money as a result of Defendant's improper conduct.

**Defendant**

16. Snyder's-Lance, Inc. is a corporation organized under the laws of the State of North Carolina. Defendant maintains its principal place of business at 13024 Ballantyne Corporate Place, Suite 900, Charlotte, North Carolina 28277. Defendant's mailing address is Post Office Box 32368, Charlotte, North Carolina 28232-2368.

**FACTUAL ALLEGATIONS**

**Defendant Advertises and Markets Snyder's Snacks, Cape Cod Chips, EatSmart Snacks, and Padrino's Chips as "All Natural," "Natural," or "Naturals"**

17. Throughout the Class Period, Defendant systematically marketed and advertised the Products as "All Natural," "natural," and/or "naturals" on the Product packaging.

18. Defendant prominently placed the words "All Natural," "natural," and/or "naturals" on the front of every package of the Products, as illustrated in the representative images attached hereto and incorporated herein as **Exhibit 1**.

19. Defendant prominently features the "All Natural" representation on each of the Snyder's Snacks labels in a central location.

20. Similarly, Defendant prominently features an “All Natural” stamp on each of the Cape Cod Chips labels.

21. Similarly, the EatSmart Snacks are either prominently, centrally named “naturals” or include a prominent, central “ALL NATURAL” representation.

22. Similarly, the Padrinos Chips include a fully-capitalized, bold “ALL NATURAL” representation on the Products’ front labels.

23. By consistently and systematically marketing and advertising the Products as “All Natural,” “natural,” and/or “naturals” on the Products’ packaging throughout the Class Period and throughout the United States, Defendant ensured that all consumers purchasing the Products would be, and all consumers purchasing the Products were, exposed to Defendant’s misrepresentation that the Products are “All Natural,” “natural,” and/or “naturals.”

#### **GMOs Are Not Natural**

24. GMOs are not “natural” or “naturals.” They are, of course, not “All Natural.” As more fully alleged below, “unnatural” is a defining characteristic of genetically modified foods.

25. As of January 2010, Monsanto was the world’s dominant producer of genetically modified seeds; 80% of the U.S. corn crop is grown with seeds containing Monsanto’s technology. *See* Robert Langreth and Bruce Herper, *The Planet Versus Monsanto*, Forbes, Jan. 18, 2010, available at <http://www.forbes.com/forbes/2010/0118/americas-best-company-10-gmos-dupont-planet-versus-monsanto.html>.

26. Monsanto defines GMOs as “Plants or animals that ***have had their genetic makeup altered to exhibit traits that are not naturally theirs***. In general, genes are taken (copied) from one organism that shows a desired trait and transferred into the genetic code of another organism.” Monsanto | Glossary, <http://www.monsanto.com/newsviews/Pages/glossary.aspx#g> (last visited

Nov. 13, 2013) (emphasis added).

27. Romer Labs, a company that provides diagnostic solutions to the agricultural industry, discusses and defines GMOs as follows: “Agriculturally important plants are often genetically modified by the insertion of DNA material from outside the organism into the plant’s DNA sequence, allowing the plant to *express novel traits that normally would not appear in nature*, such as herbicide or insect resistance. Seed harvested from genetically modified plants will also contain these modifications.” Romer Labs - Making the World's Food Safer - GMO, <http://www.romerlabs.com/en/knowledge/gmo/> (last visited Nov. 13, 2013) (emphasis added).

28. The unnaturalness of GMOs is further evidenced by the explanations of health and environmental organizations, such as The World Health Organization, which defines GMOs as “organisms in which the genetic material (DNA) *has been altered in a way that does not occur naturally*.” The World Health Organization, 20 Questions on Genetically Modified (GM) Foods, *available at* [http://www.who.int/foodsafety/publications/biotech/en/20questions\\_en.pdf](http://www.who.int/foodsafety/publications/biotech/en/20questions_en.pdf) (emphasis added).

29. The United States Environmental Protection Agency has distinguished conventional breeding of plants from genetic engineering using modern scientific techniques.

**4. What is the difference between plant-incorporated protectants produced through genetic engineering and those produced through conventional breeding?**

**Conventional breeding** is a method in which genes for pesticidal traits are introduced into a plant through natural methods, such as cross-pollination. For a plant-incorporated pesticide, one would breed a plant that produces a pesticide with a sexually compatible plant that does not possess this property but possesses other properties of interest to the breeder, e.g., sweeter fruit. Then, out of the offspring, the breeder would choose the offspring plant that produces the pesticide, and therefore expresses the desired pesticidal trait, as well as producing sweeter fruit.

**Genetically engineered** plant-incorporated protectants are created through a process that utilizes several different modern scientific techniques to introduce a specific pesticide-producing gene into a plant's DNA genetic material. For example, a desired gene that produces a desired pesticide[] (e.g., the insecticidal protein Bt from the bacterium, *Bacillus thuringiensis*) can be isolated from another organism, such as a bacterium, and then inserted into a plant. The desired gene becomes part of the plant's DNA. The plant then expresses the incorporated gene and produces the pesticidal protein as it would one of its own components.

Office of Prevention, Pesticides, and Toxic Substances, United States Environmental Protection Agency, Questions & Answers Biotechnology: Final Plant-Pesticide/Plant Incorporated Protectants (PIPs) Rules 3 (2001), *available at* <http://www.epa.gov/scipoly/biotech/pubs/qanda.pdf> (emphasis in original).

30. Genetic engineering is not just an extension of conventional breeding. In fact, it differs profoundly. "As a general rule, conventional breeding develops new plant varieties by the process of *selection*, and seeks to achieve expression of genetic material which is already present within a species . . . . Conventional breeding employs processes that occur in nature, such as sexual and asexual reproduction . . . . Genetic engineering works primarily through *insertion* of genetic material, although gene insertion must also be followed up by selection. This insertion process does not occur in nature . . . ." Michael K. Hansen, Consumer Policy Institute / Consumers Union, Genetic Engineering Is Not An Extension Of Conventional Plant Breeding; How genetic engineering differs from conventional breeding, hybridization, wide crosses and horizontal gene transfer 1 (2000), *available at* <http://consumersunion.org/wp-content/uploads/2013/02/Wide-Crosses.pdf> (emphasis in original).

31. As indicated by the definitions and descriptions above, which come from a wide array of industry, government, and health organizations, GMOs are not "All Natural" or "natural" and cannot be accurately described as "naturals" because they do not naturally occur. GMOs are

“created” artificially in a laboratory through genetic engineering.

32. Thus, by claiming the Products are “All Natural,” “natural,” and/or “naturals,” Defendant deceives and misleads reasonable consumers, since the Products contain GMOs.

**Defendant’s Products Contain GMOs**

33. The Products contain GMOs.

34. Tests conducted by an independent laboratory on samples of Defendant’s Padrinos Chips and EatSmart Snacks (labeled “ALL NATURAL” and “naturals,” respectively) confirmed the presence of GMOs beyond that of simple genetic drift from GMO seeds. Indeed, the genetic make-up of the corn products within Padrinos Chips and EatSmart Snacks is such that it appears highly likely that Defendant intentionally used GMO corn despite its “ALL NATURAL” and “naturals” claims.

35. Additionally, as discussed below, the canola oil, soybean oil, corn oil, corn syrup solids, corn starch, modified corn starch, maltodextrin, and dextrose found within the Products have been produced using GMO rapeseed, soy, and corn crops, as appropriate.

36. Rapeseed is used to make the common ingredient canola oil.

37. Rapeseed, soy, and corn are prevalent GMO products.

38. Indeed, approximately 90% of United States canola crops in commercial production contain GMOs. What is GMO? | The Non-GMO Project, <http://www.nongmoproject.org/learn-more/what-is-gmo/> (last accessed Nov. 13, 2013).

39. Approximately 94% of United States soy crops in commercial production contained GMOs in 2011. *Id.*

40. Approximately 88% of United States corn crops in commercial production contained GMOs in 2011. *Id.*

41. The soybean oil in Cape Cod Kettle Cooked Potato Chips Chef's Recipe Feta & Rosemary (and in any other Products revealed in discovery) is produced from GMO soybeans.

42. The corn oil, corn syrup solids, corn starch, modified corn starch, maltodextrin, and dextrose in the Products are produced using GMO corn.

**Defendant's Products Contain Other Synthetic, Artificial,  
and/or Highly Processed Ingredients, All of Which Are Not Natural**

43. The Products also contain a variety of other synthetic, artificial, and/or heavily processed, unnatural ingredients, including canola oil, soybean oil, enriched flour, niacin, thiamine mononitrate, folic acid, yellow corn or white corn enriched with various substances, maltodextrin, dextrose, disodium phosphate, and artificial colors (*i.e.*, oleoresin paprika, paprika extract, caramel color, and annatto extract).

44. *Canola Oil and Soybean Oil* are highly processed ingredients. The various processes by which the raw rapeseed and soy ingredients are converted to these oils render the final oils chemically-derived and unnatural, with the oils no longer bearing any chemical resemblance to their source crops. In oil manufacture, the rapeseed and soybean ingredients undergo several distinct chemical processes: (1) extraction; (2) alkalineutralization; (3) bleaching; (4) deodorizing; and (5) conditioning, described in more detail below:

- (1) *Extraction:* The manufacturer first physically presses the rapeseed or soybeans, which typically extracts a small portion of the extractable oil. Next, the vegetables are treated with hexane, a chemical linked to cancer and other major health problems in studies conducted on animals, to extract the remaining crude oil. Residual hexane may be present in the final product.
- (2) *Alkalineutralization:* After extraction, the oil is neutralized with an alkaline soap solution that separates and removes the free fatty acids. The soap solution is separated from the neutralized oil using a centrifuge. Potassium hydroxide, a corrosive acid, is used to facilitate the reaction between the alkaline solution and the free fatty acids.

- (3) *Bleaching*: After alkalineutralization, the oil is bleached with cleaning solutions to lighten the oil's color.
- (4) *Deodorizing*: After bleaching, the oil is deodorized with additional cleaning products to minimize its odor.
- (5) *Conditioning*: After being deodorized, the oils are conditioned by the use of high-concentration phosphoric acid, consumption of which has been linked to lower bone density and chronic kidney disease.

45. ***Enriched Flour*** is a highly processed form of wheat flour that has been rendered into an artificial, unnatural ingredient. Enriched flour is formed when wheat seeds are ground to remove the outer layer of the seed and rend a fine light brown or yellowish flour. During this process, almost all nutrients are removed the flour, leaving a product that is void of its natural nutritional properties. The flour is then synthetically bleached with chemical additives, such as benzoyl peroxide or chlorine, to give it an artificial, unnatural white color. After bleaching, the flour then has synthetic substances added to it in an attempt to restore nutritional value to the product. Several of these synthetic substances, all of which are included in the Products containing enriched flour, are described in more detail below:

- a. ***Niacin*** is a synthetic form of vitamin B3 formed from 3-methylpyridine.
- b. ***Thiamine Mononitrate*** ( $C_{12}H_{17}N_5O_4S$ ) is a mononitrate salt of thiamine. It is chemically distinct from thiamine (vitamin B1),  $C_{12}H_{17}ClN_4OS$ . Thiamine mononitrate is a synthetic substance prepared from thiamine hydrochloride (also synthetic) by dissolving the hydrochloride salt in alkaline solution followed by precipitation of the nitrate half-salt with a stoichiometric amount of nitric acid. 21 C.F.R. § 184.1878.
- c. ***Folic Acid*** is the chemical  $N$ -[4-[(2-amino-1,4-dihydro-4-oxo-6-



pteridiny]methyl]amino]benzoyl]-L-glutamic acid. 21 C.F.R. § 172.345(a). Folic acid is synthetically created. Folic acid differs from natural folate in numerous respects, including shelf-life and bio-availability. The molecular structure of folic acid is also different from that of natural folate.

46. ***Yellow Corn (enriched with thiamine, riboflavin, niacin, iron, folic acid) and White Corn (enriched with thiamine, riboflavin, niacin, iron, folic acid)*** are not natural because natural corn is not enriched with the various substances listed in parentheses. Further, these corn ingredients are not natural because niacin and folic acid are not natural, as discussed above.

47. ***Maltodextrin*** is a saccharide polymer that is produced through partial acid and enzymatic hydrolysis of corn starch. The acid hydrolysis process is specifically deemed to be a “[r]elatively severe process” that renders an ingredient no longer “natural.”

48. ***Dextrose*** is enzymatically synthesized in a similar manner, crystallizing D-glucose with one molecule of water.

49. Synthetic chemicals are often used to extract and purify the enzymes used to produce maltodextrin and dextrose. The microorganisms, fungi, and bacteria used to produce these enzymes are also often genetically modified.

50. ***Disodium Phosphate*** is a synthetic preservative that inhibits the effects of oxygen on food. It is produced by neutralization of phosphoric acid, a synthetic pollutant. *See* 40 C.F.R. § 116.4 (identifying phosphoric acid as a hazardous substance).

51. ***Oleoresin Paprika, Paprika Extract, Caramel Color, and Annatto Extract*** are added colors. Stating its policy, the United States Food and Drug Administration explains, “[s]ince all added colors result in an artificially colored food, we would object to the declaration of any

added color as ‘food’ or ‘natural.’”<sup>5</sup>

52. Discovery is necessary to uncover the true nature of other ingredients in Defendant’s Products.

53. Despite the presence of all of the above-listed unnatural artificial and synthetic ingredients in many of the Products, Defendant markets the Products as “All Natural,” “natural,” and/or “naturals.”

**Defendant Deceptively Market the Products as “All Natural,” “Natural,” and/or “Naturals” to Induce Consumers, Including Plaintiffs and the Class Members, to Purchase the Products**

54. According to Consumers Union, “Eighty-six percent of consumers expect a ‘natural’ label to mean processed foods do not contain any artificial ingredients.” Urvashi Rangan, Comments of Consumers Union on Proposed Guides for Use of Environmental Marketing Claims, 16 C.F.R. Part 260, Notice of the Federal Trade Commission (2010), *available at* <http://www.ftc.gov/os/comments/greenguiderevisions/00289-57072.pdf>.

55. A representation that a product is “All Natural,” “natural,” and/or “naturals” is material to a reasonable consumer.

56. Nearly seven in 10 consumers surveyed by researcher Mintel said they were “very” or “somewhat” interested in natural products. Bruce Horovitz, *Frito-Lay turns to nature’s path*, USA TODAY, Dec. 28, 2010, *available at* [http://www.usatoday.com/printedition/news/20101228/fritonatural28\\_st.art.htm](http://www.usatoday.com/printedition/news/20101228/fritonatural28_st.art.htm).

57. In surveys by Brand Keys consultancy, “natural ingredients” ranks second only to “taste” in influencing consumer purchasing behavior. *Id.*

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5. FDA Compliance Policy Guide Sec. 587.100.

58. Defendant is well-aware that claims of food being “All Natural,” “natural,” and/or “naturals” are material to consumers.

59. This is evidenced by Defendant’s marketing of the Products as “All Natural,” “natural,” and/or “natural” throughout the Class Period, prominently on the front labels of all of the Products.

60. Defendant markets and advertises the Products as “All Natural,” “natural,” and/or “naturals” to increase sales of the Products.

61. In making the false, misleading, and deceptive representations and omissions, Defendant knew and intended that consumers would pay a premium for Products labeled “All Natural,” “natural,” and/or “naturals” over comparable products not so labeled, furthering Defendant’s private interest of increasing sales for its Products and decreasing the sales of products that are truthfully offered as “All Natural,” “natural,” and/or “naturals” by Defendant’s competitors.

**Plaintiffs and the Class Members Reasonably Relied on Defendant’s Misrepresentations**

62. Consumers frequently rely on food label representations and information in making purchase decisions.

63. Plaintiff and the other Class members were among the intended recipients of Defendant’s deceptive representations and omissions.

64. Plaintiffs and the other Class members reasonably relied to their detriment on Defendant’s misleading representations and omissions.

65. Defendant’s false, misleading, and deceptive misrepresentations and omissions are likely to continue to deceive and mislead reasonable consumers and the general public, as they have already deceived and misled Plaintiff and the other Class members.

66. Defendant's misleading affirmative statements about the "naturalness" of its Products obscured the material facts that Defendant failed to disclose about the unnaturalness of its Products.

67. Defendant made the deceptive representations and omissions on the Products with the intent to induce Plaintiff's and the other Class members' purchase of the Products.

68. Defendant's deceptive representations and omissions are material in that a reasonable person would attach importance to such information and would be induced to act upon such information in making purchase decisions.

69. Thus, Plaintiff's and the other Class members' reliance upon Defendant's misleading and deceptive representations and omissions may be presumed.

70. The materiality of those representations and omissions also establishes causation between Defendant's conduct and the injuries sustained by Plaintiff and the Class.

**Defendant's Wrongful Conduct Caused Plaintiffs' and the Class Members' Injuries**

71. As an immediate, direct, and proximate result of Defendant's false, misleading, and deceptive representations and omissions, Defendant injured Plaintiffs and the other Class members in that they:

- a. paid a sum of money for Products that were not as represented;
- b. paid a premium price for Products that were not as represented;
- c. were deprived the benefit of the bargain because the Products they purchased were different from what Defendant warranted;
- d. were deprived the benefit of the bargain because the Products they purchased had less value than what Defendant represented;
- e. did not receive Products that measured up to their expectations as created by Defendant;
- f. ingested a substance that was other than what was represented by

Defendant;

- g. ingested a substance that was of a different quality than what Defendant promised;
- h. were denied the benefit of truthful food labels; and
- i. were denied the benefit of the beneficial properties of the natural foods promised.

72. Had Defendant not made the false, misleading, and deceptive representations and omissions, Plaintiffs and the other Class members would not have been injured. Accordingly, Plaintiffs and the other Class members have suffered injury in fact as a result of Defendant's wrongful conduct.

73. Plaintiffs and the other Class members all paid money for the Products. However, Plaintiffs and the other Class members did not obtain the full value of the advertised Products due to Defendant's misrepresentations and omissions. Plaintiffs and the other Class members purchased, purchased more of, or paid more for, the Products than they would have had they known the truth about the Products. Accordingly, Plaintiffs and the other Class members have suffered injury in fact and lost money or property as a result of Defendant's wrongful conduct.

#### **CLASS ALLEGATIONS**

74. Plaintiffs incorporate all above allegations by reference as though fully set forth herein.

75. Plaintiffs bring this action on behalf of themselves and as a class action pursuant to Rule 23(a) and (b)(2) of the Federal Rules of Civil Procedure on behalf of a nationwide class (the "Nationwide (b)(2) Class"), defined as:

All persons in the United States and its territories who purchased one or more of the Products during the Class Period.

76. In addition, Plaintiffs bring this action on behalf of themselves and as a class action

pursuant to Rule 23(a) and (b)(3) on behalf of a nationwide class (the “Nationwide (b)(3) Class”), defined as being coextensive with the Nationwide (b)(2) Class.<sup>6</sup>

77. Alternatively, Plaintiffs bring this action pursuant to Rule 23(a) and (b)(2) on behalf of themselves and a multi-state class of Florida, New York, and California residents (the “FL-NY-CA (b)(2) Class”), defined as:

All persons in Florida, New York, and California who purchased one or more of the Products during the Class Period.

and, pursuant to Rule 23(a) and (b)(3), on behalf of a multi-state class of Florida, New York, and California residents (the “FL-NY-CA (b)(3) Class”), defined as being coextensive with the FL-NY-CA (b)(2) Class.<sup>7</sup>

78. Alternatively, Plaintiffs bring this action on behalf of themselves and on behalf of several statewide classes, as follows:

- a. Pursuant to Rule 23(a) and (b)(2), Plaintiffs Todd Barron and Adele Ferrara bring this action on behalf of themselves and a class of Florida residents who purchased one or more of the Products during the Class Period (the “Florida (b)(2) Class”) and, pursuant to Rule 23(a) and (b)(3), on behalf of a class of Florida residents (the “Florida (b)(3) Class”), defined as being coextensive with the Florida (b)(2) Class.<sup>8</sup>

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6. This Complaint refers to the Nationwide (b)(2) Class and the Nationwide (b)(3) Class, together, as the “Nationwide Classes.”

7. This Complaint refers to the FL-NY-CA (b)(2) Class and the FL-NY-CA (b)(3) Class, together, as the “FL-NY-CA Classes.”

8. This Complaint refers to the Florida (b)(2) Class and the Florida (b)(3) Class, together, as

- b. Pursuant to Rule 23(a) and (b)(2), Plaintiff Matthew McDonough brings this action on behalf of himself and a class of New York residents who purchased one or more of the Products during the Class Period (the “New York (b)(2) Class”) and, pursuant to Rule 23(a) and (b)(3), on behalf of a class of New York residents (the “New York (b)(3) Class”), defined as being coextensive with the New York (b)(2) Class.<sup>9</sup>
- c. Pursuant to Rule 23(a) and (b)(2), Plaintiff David Korn brings this action on behalf of himself and a class of California residents who purchased one or more of the Products during the Class Period (the “California (b)(2) Class”) and, pursuant to Rule 23(a) and (b)(3), on behalf of a class of California residents (the “California (b)(3) Class”), defined as being coextensive with the California (b)(2) Class.<sup>10</sup>

79. Excluded from the Classes are Defendant, its subsidiaries, affiliates, and employees; all persons who make a timely election to be excluded from the Classes; governmental entities; and the judge(s) to whom this case is assigned and any immediate family members thereof.

80. Certification of Plaintiffs’ claims for class-wide treatment is appropriate because Plaintiffs can prove the elements of their claims on a class-wide basis using the same evidence as would be used to prove those elements in individual actions alleging the same claims.

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the “Florida Classes.”

9. This Complaint refers to the New York (b)(2) Class and the New York (b)(3) Class, together, as the “New York Classes.”

10. This Complaint refers to the California (b)(2) Class and the California (b)(3) Class, together, as the “California Classes.”

**Numerosity—Federal Rule of Civil Procedure 23(a)(1)**

81. The members of each of the Classes are so numerous that individual joinder of all class members is impracticable.

82. The precise number of members of the Classes is unknown to Plaintiffs, but it is clear that the number greatly exceeds the number that would make joinder practicable, particularly given Defendant’ comprehensive nationwide distribution and sales network.

83. Members of the Classes may be notified of the pendency of this action by recognized, Court-approved notice dissemination methods, which may include U.S. Mail, electronic mail, Internet postings, and/or published notice.

**Commonality and Predominance—Federal Rule of Civil Procedure 23(a)(2) and (b)(3)**

84. This action involves common questions of law or fact, which predominate over any questions affecting individual members of the Classes. All members of the Classes were exposed to Defendant’s deceptive and misleading advertising and marketing claims that the Products are “All Natural,” “natural,” and/or “naturals” because those claims were on the packaging of each and every Product.<sup>11</sup> Furthermore, common questions of law or fact include:

- a. whether Defendant engaged in the conduct as alleged herein;
- b. whether Defendant’ practices violate applicable law cited herein;
- c. whether Plaintiffs and the other members of the Classes are entitled to actual, statutory, or other forms of damages, and other monetary relief; and
- d. whether Plaintiffs and the other members of the Classes are entitled to equitable relief, including but not limited to injunctive relief and restitution.

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11. The claims “All Natural,” “natural,” and “naturals” are not materially distinct.



85. Defendant engaged in a common course of conduct in contravention of the laws Plaintiffs seek to enforce individually and on behalf of the other members of the Classes. Similar or identical statutory and common law violations, business practices, and injuries are involved. Individual questions, if any, pale by comparison, in both quality and quantity, to the numerous common questions that dominate this action. Moreover, the common questions will yield common answers.

**Typicality—Federal Rule of Civil Procedure 23(a)(3)**

86. Plaintiffs' claims are typical of the claims of the other members of the Classes because, among other things, all members of the Classes were comparably injured through the uniform misconduct described above, were subject to Defendant's false, deceptive, misleading, and unfair advertising and marketing practices and representations, including the false claims that the Products are "All Natural," "natural," and/or "naturals." Further, there are no defenses available to Defendant that are unique to Plaintiffs.

**Adequacy of Representation—Federal Rule of Civil Procedure 23(a)(4)**

87. Plaintiffs are adequate representatives of the members of the Classes because their interests do not conflict with the interests of the other members of the Classes they seek to represent; they have retained counsel competent and experienced in complex class action litigation; and Plaintiffs will prosecute this action vigorously. The Classes' interests will be fairly and adequately protected by Plaintiffs and their counsel. The Law Offices of Howard W. Rubinstein, P.A., and Reese Richman LLP have long been leaders in the representation of consumers in a wide variety of actions nationwide where they have sought to protect consumers from fraudulent and deceptive practices. See <http://hwrlawoffice.com>; <http://www.reeserichman.com/cases/consumer-fraud.html>.

**Declaratory and Injunctive Relief—Federal Rule of Civil Procedure 23(b)(2)**

88. Defendant has acted or refused to act on grounds generally applicable to Plaintiffs and the other members of the Classes, thereby making appropriate final injunctive relief and declaratory relief, as described below, with respect to the members of the Classes as a whole.

**Superiority—Federal Rule of Civil Procedure 23(b)(3)**

89. A class action is superior to any other available means for the fair and efficient adjudication of this controversy, and no unusual difficulties are likely to be encountered in the management of this class action. The damages or other financial detriment suffered by Plaintiffs and the other members of the Classes are relatively small compared to the burden and expense that would be required to individually litigate their claims against Defendant, so it would be impracticable for members of the Classes to individually seek redress for Defendant's wrongful conduct. Even if the members of the Classes could afford individual litigation, the court system could not. Individualized litigation creates a potential for inconsistent or contradictory judgments, and increases the delay and expense to all parties and the court system. By contrast, the class action device presents far fewer management difficulties and provides the benefits of single adjudication, economy of scale, and comprehensive supervision by a single court. Given the similar nature of the members of the Classes' claims and the absence of material or dispositive differences in the statutes and common laws upon which the claims are based when such claims are grouped as proposed above and below the Classes will be easily managed by the Court and the parties.

**CAUSES OF ACTION**

**COUNT I**

**(Violation of the Florida Deceptive And Unfair Trade Practices Act § 501.201 *et seq.* )  
(On behalf of the Nationwide Classes, the FL-NY-CA Classes, and the Florida Classes)**

90. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

91. Plaintiffs bring this claim individually and on behalf of the other members of the Nationwide Classes, the FL-NY-CA Classes, and the Florida Classes.

92. Section 501.204(1) of the Florida Deceptive and Unfair Trade Practices Act (“FDUTPA”) makes “unfair or deceptive acts or practices in the conduct or any trade or commerce” in Florida unlawful.

93. Throughout the Class Period, by advertising, marketing, distributing, and/or selling the Products with claims that they were “All Natural,” “natural,” and/or “naturals” to Plaintiffs and other Class members, Defendant violated the FDUTPA by engaging in, and they continue to violate the FDUTPA by continuing to engage in, false advertising concerning the composition of the Products, which are made from GMOs and other artificial and synthetic ingredients, which are not natural.

94. Plaintiffs and other Class members seek to enjoin such unlawful acts and practices described above. Each of the Class members will be irreparably harmed unless the unlawful actions of Defendant are enjoined in that they will continue to be unable to rely on the Defendant’s representations that the Products are “All Natural,” “natural,” and/or “naturals.”

95. Had Plaintiffs known the Products were not “All Natural,” “natural,” and/or “naturals” because they contained non-natural genetically-modified ingredients and other artificial and synthetic ingredients, they would not have purchased the Products.

96. Plaintiffs were injured in fact and lost money as a result of Defendant's conduct of improperly describing the Products as "All Natural," "natural," and/or "naturals." Plaintiffs paid for Products that were "All Natural," "natural," and/or "naturals," but did not receive such Products. The Products Plaintiffs received were worth less than the Products for which they paid.

97. Plaintiffs and the Class Members seek declaratory relief, enjoining Defendant from continuing to disseminate their false and misleading statements, actual damages plus attorney's fees and court costs, and other relief allowable under the FDUTPA.

## **COUNT II**

### **(Violation of New York General Business Law § 349 (Deceptive Acts and Practices)) (On Behalf of the New York Classes)**

98. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

99. Plaintiffs bring this claim individually and on behalf of the other members of the New York Classes.

100. New York General Business Law § 349 ("GBL § 349") prohibits "deceptive acts or practices in the conduct of any business, trade or commerce or in the furnishing of any service in [New York]."

101. As fully alleged above, throughout the Class Period, by advertising, marketing, distributing, and/or selling the Products with claims that they were "All Natural," "natural," and/or "naturals" to Plaintiffs and other New York Class members, Defendant engaged in, and continue to engage in, deceptive acts and practices because the Products are in fact made from GMOs and other artificial and synthetic ingredients, which are not natural.

102. Plaintiffs and the other New York Class members seek to enjoin such unlawful, deceptive acts and practices described above. Each of the New York Class members will be

irreparably harmed unless the unlawful, deceptive actions of Defendant are enjoined in that Defendant will continue to falsely and misleadingly advertise the Products as “All Natural,” “natural,” and/or “naturals.”

103. Plaintiffs believed Defendant’s representations that the Products they purchased were “All Natural,” “natural,” and/or “naturals.” Plaintiffs would not have purchased the Products had they known the Products were not “All Natural,” “natural,” and/or “naturals” because they contained GMOs and other artificial and synthetic ingredients.

104. Plaintiffs were injured in fact and lost money as a result of Defendant’s conduct of improperly describing the Products as “All Natural,” “natural,” and/or “naturals.” Plaintiffs paid for “All Natural,” “natural,” and/or “naturals” Products, but did not receive such Products. The Products Plaintiffs received were worth less than the Products for which they paid.

105. Plaintiffs and the New York Class members seek declaratory relief, restitution for monies wrongfully obtained, disgorgement of ill-gotten revenues and/or profits, injunctive relief, enjoining Defendant from continuing to disseminate its false and misleading statements, and other relief allowable under GBL § 349.

### **COUNT III**

#### **(Violation of New York General Business Law § 350 (False Advertising)) (On Behalf of the New York Classes)**

106. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

107. Plaintiffs bring this claim individually and on behalf of the other members of the New York Classes.

108. New York General Business Law § 350 (“GBL § 350”) makes “[f]alse advertising in the conduct of any business, trade or commerce or in the furnishing of any service” in New York

unlawful.

109. GBL § 350 defines “false advertising,” in relevant part, as “advertising, including labeling, of a commodity . . . if such advertising is misleading in a material respect.”

110. Throughout the Class Period, by advertising, marketing, distributing, and/or selling the Products with claims that they were “All Natural,” “natural,” and/or “naturals” to Plaintiffs and other New York Class members, Defendant violated GBL § 350 by engaging in, and it continues to violate GBL § 350 by continuing to engage in, false advertising concerning the composition of the Products that are made from GMOs and other artificial and synthetic ingredients, which are not natural.

111. Plaintiffs and the other New York Class members seek to enjoin such unlawful acts and practices as described above. Each of the New York Class members will be irreparably harmed unless the unlawful actions of Defendant are enjoined in that Plaintiffs will continue to be unable to rely on Defendant’s representations that the Products are “All Natural,” “natural,” and/or “naturals.”

112. Plaintiffs believed Defendant’s representations that the Products were “All Natural,” “natural,” and/or “naturals.” Plaintiffs would not have purchased the Products had they known the Products contained GMOs and other artificial and synthetic ingredients.

113. Plaintiffs were injured in fact and lost money as a result of Defendant’s conduct of improperly describing the Products as “All Natural,” “natural,” and/or “naturals.” Plaintiffs paid for Products that were “All Natural,” “natural,” and/or “naturals,” but did not receive such Products. The Products Plaintiffs received were worth less than the Products for which they paid.

114. Plaintiffs and the New York Class members seek declaratory relief, restitution for monies wrongfully obtained, disgorgement of ill-gotten revenues and/or profits, injunctive relief,

enjoining Defendant from continuing to disseminate their false and misleading statements, and other relief allowable under New York General Business Law § 350.

**COUNT IV**

**(Violation of California Business & Professions Code § 17500 *et seq.*)  
(On behalf of the California Classes)**

115. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

116. Plaintiffs bring this claim individually and on behalf of the California Classes.

117. Throughout the Class Period, Defendant engaged in a public advertising and marketing campaign representing that the Products are “All Natural,” “natural,” and/or “naturals.”

118. The Products are in fact made from ingredients containing GMOs and other artificial and synthetic ingredients, which are not natural. Defendant’s advertisements and marketing representations are, therefore, misleading, untrue, and likely to deceive the public.

119. Defendant engaged in their advertising and marketing campaign with intent to directly induce customers to purchase the Products based on false claims.

120. In making and disseminating the statements alleged herein, Defendant knew or should have known that the statements were untrue or misleading.

121. Plaintiffs and other California Class members believed Defendant’s representations that the Products were “All Natural,” “natural,” and/or “naturals.” Plaintiffs and other California Class members would not have purchased the Products had they known the Products contained GMOs and other artificial and synthetic ingredients.

122. Plaintiffs and other California Class members were injured in fact and lost money as a result of Defendant’s conduct of improperly describing the Products as “All Natural,” “natural,” and/or “naturals.” Plaintiffs paid for Products that were “All Natural,” “natural,” and/or

“naturals,” but did not receive such Products. The Products Plaintiffs received were worth less than the Products for which they paid.

123. Plaintiffs and members of the California Classes seek declaratory relief, restitution for monies wrongfully obtained, disgorgement of ill-gotten revenues and/or profits, injunctive relief enjoining Defendant from continuing to disseminate their untrue and misleading statements, and other relief allowable under California Business and Professions Code Section 17535.

### **COUNT V**

#### **(Violation of California Business & Professions Code § 17200 *et seq.*) (On behalf of the California Classes)**

124. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

125. Plaintiffs bring this claim individually and on behalf of the California Classes.

126. The circumstances giving rise to Plaintiffs’ allegations include Defendant’s corporate policies regarding the sale and marketing of the Products.

127. By engaging in the acts and practices described above, Defendant committed one or more acts of “unfair competition” within the meaning of Business and Professions Code § 17200. “Unfair competition” is defined to include any “unlawful, unfair or fraudulent business act or practice and unfair, deceptive, untrue or misleading advertising and any act prohibited by [Business and Professions Code § 17500 *et seq.*].”

128. Defendant committed “unlawful” business acts or practices by, among other things, violating California Business & Professions Code § 17500.

129. Defendant committed “unfair” business acts or practices by, among other things:

- a. engaging in conduct where the utility of such conduct, if any, is outweighed by the gravity of the consequences to Plaintiffs and members of the California Classes;



- b. engaging in conduct that is immoral, unethical, oppressive, unscrupulous, or substantially injurious to Plaintiffs and members of the California Classes; and
- c. engaging in conduct that undermines or violates the spirit or intent of the consumer protection laws alleged in this Complaint.

130. Defendant committed unlawful, unfair and/or fraudulent business acts or practices by, among other things, engaging in conduct Defendant knew or should have known was likely to and did deceive the public, including Plaintiffs and other members of the California Classes.

131. As detailed above, Defendant's unlawful, unfair, and/or fraudulent practices include making false and/or misleading representations that the Products were "All Natural," "natural," and/or "naturals." Plaintiffs and the other members of the California Classes believed Defendant's representations that the Products were "All Natural," "natural," and/or "naturals." Plaintiffs and the other members of the California Classes would not have purchased the Products, but for Defendant's misleading statements about the Products being "All Natural," "natural," and/or "naturals." Plaintiffs and the other members of the California Classes were injured in fact and lost money as a result of Defendant's conduct of improperly describing the Products as "All Natural," "natural," and/or "naturals." Plaintiffs and the other members of the California Classes paid for Products that were "All Natural," "natural," and/or "naturals," but did not receive Products that were "All Natural," "natural," and/or "naturals." Plaintiffs and the other members of the California Classes received Products that contained ingredients that were genetically engineered in a laboratory, and which had their genetic codes artificially altered to exhibit un-natural qualities. Further Plaintiffs and the other members of the California Classes received Products that contained artificial and synthetic ingredients.

132. Plaintiffs and the members of the California Classes seek declaratory relief,

restitution for monies wrongfully obtained, disgorgement of ill-gotten revenues and/or profits, injunctive relief, and other relief allowable under California Business & Professions Code Section 17203, including, but not limited to, enjoining Defendant from continuing to engage in their unfair, unlawful and/or fraudulent conduct as alleged.

### **COUNT VI**

#### **(Violation of the California Consumers Legal Remedies Act – Cal. Civ. Code § 1750 *et seq.*) (On behalf of the California Classes)**

133. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

134. Plaintiffs bring this claim individually and on behalf of the California Classes pursuant to the California Consumers Legal Remedies Act, Cal. Civ. Code § 1750 *et seq.* (the “CLRA”). This cause of action seeks monetary damages and injunctive relief pursuant to California Civil Code § 1782.

135. On or about July 10, 2013, Plaintiff David Korn sent Defendant a Notice and Demand Letter, notifying Defendant of its violations of the CLRA. Defendant did not correct the misrepresentations identified in the demand letter.

136. Defendant’s actions, representations, and conduct have violated, and continue to violate, the CLRA because they extend to transactions that are intended to result, or that have resulted, in the sale of goods to consumers.

137. Plaintiffs and all members of the California Classes are “consumers” as that term is defined by the CLRA in California Civil Code § 1761(d).

138. Defendant sold the Products, which are “goods” within the meaning of California Civil Code § 1761(a), to Plaintiffs and other members of the California Classes.

139. By engaging in the actions, misrepresentations, and misconduct set forth in this

Class Action Complaint, Defendant violated, and continues to violate, California Civil Code § 1770(a)(5) by misrepresenting that the Products are “All Natural,” “natural,” and/or “naturals” and have particular qualities that they do not have, namely, that they are “All Natural,” “natural,” and/or “naturals,” when they are not.

140. By engaging in the actions, misrepresentations, and misconduct set forth in this Complaint, Defendant violated, and continues to violate, California Civil Code § 1770(a)(9), by advertising the Products with intent to sell the Products not as they were advertised.

141. By engaging in the actions, misrepresentations, and misconduct set forth in this Complaint, Defendant violated, and continues to violate, California Civil Code § 1770(a)(16) by misrepresenting that a subject of a transaction has been supplied in accordance with a previous representation when it has not.

142. Defendant violated the CLRA by representing through its advertisements the Products as described above when it knew, or should have known, that the representations and advertisements were unsubstantiated, false, and misleading.

143. Plaintiffs and the California Class members believed Defendant’s representations that the Products were “All Natural,” “natural,” and/or “naturals.” Plaintiffs and the California Class members would not have purchased the Products, but for Defendant’s misleading statements about the Products being “All Natural,” “natural,” and/or “naturals.” Plaintiffs and the California Class members were injured in fact and lost money as a result of Defendant’s conduct of improperly describing the Products as “All Natural,” “natural,” and/or “naturals.” Plaintiffs and the California Class members paid for “All Natural,” “natural,” and/or “naturals” Products but did not receive Products that were “All Natural,” “natural,” and/or “naturals.” Plaintiffs and the California Class members received Products that contained ingredients that were genetically

engineered in a laboratory, and which had their genetic codes artificially altered to exhibit unnatural qualities. Further Plaintiffs and the other members of the California Classes received Products that contained artificial and synthetic ingredients.

144. Plaintiffs request that this Court enjoin Defendant from continuing to employ the unlawful methods, acts, and practices alleged herein pursuant to California Civil Code § 1780(a)(2). If Defendant are not restrained from engaging in these types of practices in the future, Plaintiffs and the members of the California Classes will be harmed in that they will continue to be unable to rely on Defendant's representations that the Products are "All Natural," "natural," and/or "naturals."

## **COUNT VII**

### **(Breach of Express Warranty Under Florida Law) (On Behalf of the Nationwide Classes, the FL-NY-CA Classes, and the Florida Classes)**

145. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

146. Plaintiffs bring this claim individually and on behalf of the other members of the Nationwide Classes, the FL-NY-CA Classes, and the Florida Classes.

147. Plaintiffs and the other members of the Classes formed a contract with Defendant at the time they purchased the Products. The terms of that contract include the promises and affirmations of fact Defendant make on the Products' packaging and through marketing and advertising, including Defendant's promise that the Products are "All Natural," "natural," and/or "naturals," as described above. This marketing and advertising constitute express warranties and became part of the basis of the bargain, and are part of the standardized contract between each of the Plaintiffs and other members of the Classes, and Defendant.

148. In addition or in the alternative to the formation of an express contract, Defendant

made each of their above-described representations to induce the Plaintiffs and other members of the Classes to rely on such representations, and they each did so rely (and should be presumed to have relied) on Defendant's "All Natural," "natural," and/or "naturals" representations as a material factor in their decision(s) to purchase the Products.

149. All conditions precedent to Defendant's liability under this contract have been performed by the Plaintiffs and other members of the Classes when they purchased the Products for their ordinary purposes.

150. On July 15, 2013, Plaintiff Todd Barron sent Defendant a letter notifying it of violation of the statutory and common law of the State of Florida, including notifying Defendant of its breach of express warranty under Florida common law. Defendant did not correct the misrepresentations identified in the letter.

151. At all times relevant to this action, Defendant has breached its express warranties about the Products because the Products are not "All Natural," "natural," and/or "naturals" because they contained GMOs and other artificial and synthetic ingredients, in violation of Section 672.313(1)(a), Florida Statutes (1987).

152. As a result of Defendant's breaches of their express warranties, the Plaintiffs and other members of the Classes were damaged in the amount of the purchase price they paid for the Products, in an aggregate amount to be proven at trial.

### **COUNT VIII**

#### **(Breach of Express Warranty Under New York Law) (On Behalf of the New York Classes)**

153. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

154. Plaintiffs bring this claim individually and on behalf of the other members of the

New York Classes.

155. The Plaintiffs and other members of the New York Classes formed a contract with Defendant at the time they purchased the Products. The terms of that contract include the promises and affirmations of fact Defendant make on the Products' packaging and through marketing and advertising, including Defendant's promise that the Products are "All Natural," "natural," and/or "naturals," as described above. The marketing and advertising constitute express warranties and became part of the basis of the bargain, and are part of the standardized contract between each of the Plaintiffs and other members of the New York Classes, and Defendant.

156. In addition or in the alternative to the formation of an express contract, Defendant made each of the above-described representations to induce the Plaintiffs and other members of the New York Classes to rely on such representations, and they each did so rely (and should be presumed to have relied) on Defendant's "All Natural," "natural," and/or "naturals" representations as a material factor in their decision(s) to purchase the Products.

157. All conditions precedent to Defendant's liability under this contract have been performed by the Plaintiffs and other members of the New York Classes when they purchased the Products for their ordinary purposes.

158. On June 20, 2013, Plaintiff Matt McDonough sent Defendant a letter notifying it of violation of the statutory and common law of the State of New York, including breach of express warranty. Defendant did not correct the misrepresentations identified in the demand letter.

159. At all times relevant to this action, Defendant has breached its express warranties about the Products because the Products are not "All Natural," "natural," and/or "naturals" because they contained GMOs and other artificial and synthetic ingredients, in violation of N.Y.U.C.C. § 2-313.

160. As a result of Defendant's breaches of their express warranties, the Plaintiffs and other members of the New York Classes were damaged in the amount of the purchase price they paid for the Products, in an aggregate amount to be proven at trial.

**COUNT IX**

**(Breach of Express Warranty Under California Law)  
(On behalf of the California Classes)**

161. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

162. Plaintiffs bring this claim individually and on behalf of the California Classes.

163. Plaintiffs and the other members of the California Classes formed a contract with Defendant at the time they purchased the Products. The terms of that contract include the promises and affirmations of fact Defendant made on the Products' packaging and through marketing and advertising, including Defendant's promise that the Products are "All Natural," "natural," and/or "naturals," as described above. This marketing and advertising constitute express warranties and became part of the basis of the bargain, and are part of the standardized contract between each of the Plaintiffs and other members of the California Classes, and Defendant.

164. In addition or in the alternative to the formation of an express contract, Defendant made each of their above-described representations to induce the Plaintiffs and other members of the California Classes to rely on such representations, and they each did so rely (and should be presumed to have relied) on Defendant's "All Natural," "natural," and/or "naturals" representations as a material factor in their decision(s) to purchase the Products.

165. All conditions precedent to Defendant's liability under this contract have been performed by the Plaintiffs and other members of the California Classes when they purchased the Products for their ordinary purposes.

166. At all times relevant to this action, Defendant has breached its express warranties about the Products because the Products are not “All Natural,” “natural,” and/or “naturals” because they contained GMOs and other artificial and synthetic ingredients, in violation of California Commercial Code § 2313.

167. As a result of Defendant’s breaches of its express warranties, Plaintiffs and the other members of the California Classes were damaged in the amount of the purchase price they paid for the Products, in an aggregate amount to be proven at trial.

### **COUNT X**

#### **(Intentional Misrepresentation Under Florida Law) (On Behalf of the Nationwide Classes, the FL-NY-CA Classes and the Florida Classes)**

168. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

169. Plaintiffs bring this claim individually and on behalf of the other members of the Nationwide Classes, the FL-NY-CA Classes, and the Florida Classes.

170. Throughout the Class Period, Defendant has intentionally misrepresented a material fact about the Products by advertising, marketing, distributing, and/or selling the Products to Plaintiffs and other Class members with claims that they are “All Natural,” “natural,” and/or “naturals.”

171. At the time Defendant made the misrepresentations herein alleged, Defendant knew the products were not “All Natural,” “natural,” and/or “naturals” because they contained GMOs and other artificial and synthetic ingredients.

172. Defendant misrepresented the Products as “All Natural,” “natural,” and/or “naturals” with the purpose of inducing Plaintiffs’ and the Class members’ reliance and inducing Plaintiffs and the Class members to purchase the Products.



173. Plaintiffs and the Class members reasonably relied on Defendant's representations that the Products were "All Natural," "natural," and/or "naturals," and, in reasonable reliance thereon, purchased the Products.

174. Plaintiffs and the Class members were ignorant as to the falsity of Defendant's "All Natural," "natural," and/or "naturals" misrepresentations and would not have purchased the Products had they known the Products were not "All Natural," "natural," and/or "naturals" because they contained GMOs and other artificial and synthetic ingredients.

175. Plaintiffs and the Class members were injured in fact and lost money as a result of Defendant's conduct of improperly describing the Products as "All Natural," "natural," and/or "naturals." Plaintiffs and the Class members paid for Products that were "All Natural," "natural," and/or "naturals," but did not receive such Products. The Products Plaintiffs and the Class members received were worth less than the Products for which they paid.

### **COUNT XI**

#### **(Intentional Misrepresentation Under New York Law) (On Behalf of the New York Classes)**

176. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

177. Plaintiffs bring this claim individually and on behalf of the other members of the New York Classes.

178. Throughout the Class Period, Defendant have intentionally misrepresented a material fact about the Products by advertising, marketing, distributing, and/or selling the Products to Plaintiffs and the other New York Class members with claims that they are "All Natural," "natural," and/or "naturals."

179. At the time Defendant made the misrepresentations herein alleged, Defendant

knew the products were not “All Natural,” “natural,” and/or “naturals” because they contained GMOs and other artificial and synthetic ingredients.

180. Defendant misrepresented the Products as “All Natural,” “natural,” and/or “naturals” with the purpose of inducing Plaintiffs’ and the New York Class members’ reliance and inducing Plaintiffs and the New York Class members to purchase the Products.

181. Plaintiffs and the New York Class members reasonably relied on Defendant’s representations that the Products were “All Natural,” “natural,” and/or “naturals,” and, in reasonable reliance thereon, purchased the Products.

182. Plaintiffs and the New York Class members were ignorant as to the falsity of Defendant’s “All Natural,” “natural,” and/or “naturals” misrepresentations and would not have purchased the Products had they known the products were not “All Natural,” “natural,” and/or “naturals” because they contained GMOs and other artificial and synthetic ingredients.

183. Plaintiffs and the New York Class members were injured in fact and lost money as a result of Defendant’s conduct of improperly describing the Products as “All Natural,” “natural,” and/or “naturals.” Plaintiffs paid for Products that were “All Natural,” “natural,” and/or “naturals,” but did not receive such Products. The Products Plaintiffs received were worth less than the Products for which they paid.

## **COUNT XII**

### **(Intentional Misrepresentation Under California Law) (Brought on behalf of the California Classes)**

184. Plaintiffs re-allege and incorporate by reference the allegations set forth in the preceding paragraphs numbered one (1) through eighty-nine (89) as if fully set forth herein.

185. Plaintiffs bring this claim individually and on behalf of the California Classes.

186. Throughout the Class Period, Defendant has intentionally misrepresented a material

fact about the Products by advertising, marketing, distributing, and/or selling the Products to Plaintiffs and the other California Class members with claims that they are “All Natural,” “natural,” and/or “naturals.”

187. At the time Defendant made the misrepresentations herein alleged, Defendant knew the Products were not “All Natural,” “natural,” and/or “naturals” because they contained GMOs and other artificial and synthetic ingredients.

188. Defendant misrepresented the Products as “All Natural,” “natural,” and/or “naturals” with the purpose of inducing Plaintiffs’ and the California Class members’ reliance and inducing Plaintiffs and the California Class members to purchase the Products.

189. Plaintiffs and the California Class members reasonably relied on Defendant’s representations that the Products were “All Natural,” “natural,” and/or “naturals,” and, in reasonable reliance thereon, purchased the Products.

190. Plaintiffs and the California Class members were ignorant as to the falsity of Defendant’s “All Natural,” “natural,” and/or “naturals” misrepresentations and would not have purchased the Products had they known the Products were not “All Natural,” “natural,” and/or “naturals” because they contained GMOs and other artificial and synthetic ingredients.

191. Plaintiffs and the California Class members were injured in fact and lost money as a result of Defendant’s conduct of improperly describing the Products as “All Natural,” “natural,” and/or “naturals.” Plaintiffs and the California Class members paid for Products that were “All Natural,” “natural,” and/or “naturals,” but did not receive such Products. The Products Plaintiffs and the California Class members received were worth less than the Products for which they paid.

#### **PRAYER FOR RELIEF**

WHEREFORE, Plaintiffs, individually and on behalf of members of the Classes described

in this Complaint, respectfully request that:

A. The Court certify the Nationwide Classes pursuant to Federal Rule of Civil Procedure 23(b)(2) and (b)(3), and adjudge Plaintiffs and their counsel to be adequate representatives thereof;

B. Alternatively, the Court certify the FL-NY-CA Classes pursuant to Federal Rule of Civil Procedure 23(b)(2) and (b)(3), and adjudge Plaintiffs and their counsel to be adequate representatives thereof;

C. Alternatively, the Court certify the separate New York, Florida, and California Classes pursuant to Federal Rule of Civil Procedure 23(b)(2) and (b)(3), and adjudge Plaintiffs and their counsel to be adequate representatives thereof;

D. The Court enter an Order requiring Defendant to pay to Plaintiffs and other members of the Classes economic, monetary, consequential, compensatory, or statutory damages, whichever is greater; and, if Defendant's conduct is proved willful, awarding Plaintiffs and the other members of the Classes exemplary damages to the extent provided by law;

E. The Court enter an Order awarding restitution and disgorgement of all monies Defendant acquired by means of any act or practice declared by this Court to be wrongful, or any other appropriate remedy in equity, to Plaintiffs and the other members of the Classes;

F. The Court enter an Order awarding declaratory and injunctive relief as permitted by law or equity, including: enjoining Defendant from continuing the unlawful practices set forth above; directing Defendant to cease its deceptive and misleading marketing campaign in which it describes Snyder's Snacks, Cape Cod Chips, EatSmart Snacks, and Padrinos Chips as "All Natural," "natural," and/or "naturals"; and directing Defendant to disgorge all monies Defendant acquired by means of any act or practice declared by this Court to be wrongful;

G. The Court enter an Order awarding Plaintiffs, individually and on behalf of the other members of the Classes, their expenses and costs of suit, including reasonable attorneys' fees and reimbursement of reasonable expenses, to the extent provided by law;

H. The Court enter an Order awarding to Plaintiffs individually and on behalf of the other members of the Classes pre- and post-judgment interest, to the extent allowable; and

I. For such other and further relief as may be just and proper.

**JURY TRIAL DEMANDED**

Plaintiff and the Class members hereby demand a trial by jury.

Dated: November 13, 2013

**Respectfully Submitted By,**



Howard W. Rubinstein (Florida Bar No. 104108)

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*Counsel for Plaintiffs and the Proposed Class*

# EXHIBIT 1

Class Action Complaint

*Barron et al. vs. Snyder's-Lance, Inc.*

United States District Court

Southern District of Florida

November 13, 2013

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover The Pounder Olde Tyme Pretzels



## Ingredients

Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, canola oil, salt, malt, yeast, soda.

## Nutrition Facts

Serving Size: 3 Pretzels (30g)

### Amount Per Serving

Calories: 120

Calories from Fat: 10

### % Daily Value

<b>Total Fat:</b> 1g	2%
Saturated Fat: 0g	0%
Trans Fat: 0g	
<b>Cholesterol:</b> 0mg	0%
<b>Sodium:</b> 120mg	5%
<b>Total Carbohydrate:</b> 24g	8%
Dietary Fiber: 1g	4%
Sugars: less than 1g	

**Protein:** 3g

<b>Vitamin A:</b> 0%	<b>Vitamin C:</b> 0%
<b>Calcium:</b> 0%	<b>Iron:</b> 6%
<b>Thiamin:</b> 10%	<b>Niacin:</b> 8%
<b>Riboflavin:</b> 8%	<b>Folate:</b> 15%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

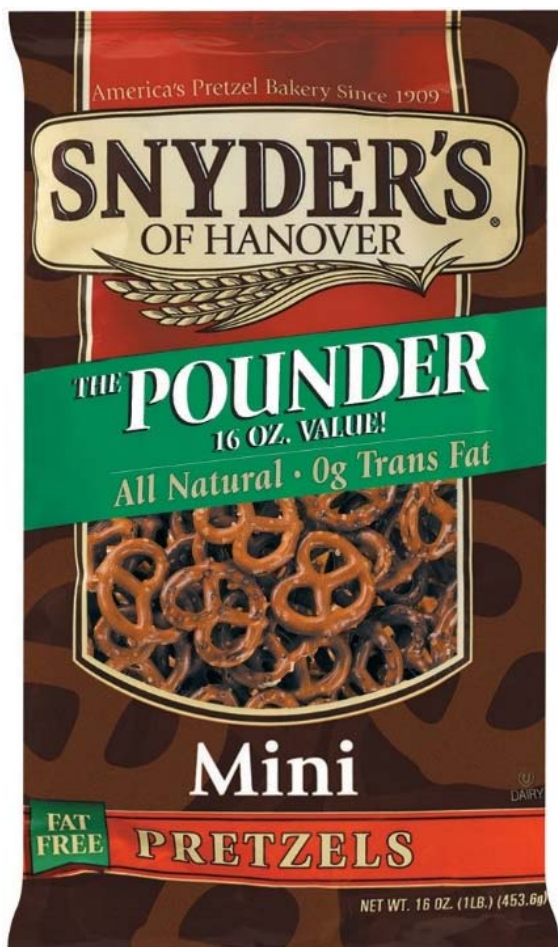
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9                      Carbohydrate 4                      Protein 4



Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover The Pounder Mini Pretzels



### Ingredients

Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, salt, malt, dextrose, canola oil\*, yeast, soda.

### Nutrition Facts

Serving Size: Size 20 Minis (30g)

#### Amount Per Serving

Calories: 110 Calories from Fat: 0

#### % Daily Value

Total Fat: 0g 0%

Saturated Fat: 0g 0%

Trans Fat: 0g

Cholesterol: 0mg 0%

Sodium: 250mg 10%

Total Carbohydrate: 25g 8%

Dietary Fiber: less than 1g 3%

Sugars: less than 1g

Protein: 3g

Vitamin A: 0% Vitamin C: 0%

Calcium: 0% Iron: 8%

Thiamin: 10% Niacin: 8%

Riboflavin: 8% Folate: 15%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4



Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover The Pounder Snaps Pretzels



### Ingredients

Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, malt, canola oil, salt, yeast, soda.

### Nutrition Facts

Serving Size: 24 Pretzels (30g)

#### Amount Per Serving

Calories: 120

Calories from Fat: 10

#### % Daily Value

<b>Total Fat:</b> 1g	2%
<b>Saturated Fat:</b> 0g	0%
<b>Trans Fat:</b> 0g	
<b>Cholesterol:</b> 0mg	0%
<b>Sodium:</b> 290mg	16%
<b>Total Carbohydrate:</b> 25g	8%
<b>Dietary Fiber:</b> less than 1g	4%
<b>Sugars:</b> less than 1g	

**Protein:** 3g

<b>Vitamin A:</b> 0%	<b>Vitamin C:</b> 0%
<b>Calcium:</b> 0%	<b>Iron:</b> 6%
<b>Thiamin:</b> 10%	<b>Niacin:</b> 8%
<b>Riboflavin:</b> 8%	<b>Folate:</b> 15%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
<b>Total Fat</b>	Less than	65g	80g
<b>Sat Fat</b>	Less than	20g	25g
<b>Cholesterol</b>	Less than	300mg	300mg
<b>Sodium</b>	Less than	2,400mg	2,400mg
<b>Total Carbohydrate</b>		300g	375g
<b>Dietary Fiber</b>		25g	30g

Calories per gram:

Fat 9                      Carbohydrate 4                      Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover The Pounder Thins Pretzels



## Ingredients

Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, malt, salt, dextrose, canola oil\*, yeast, soda.

\* Adds a trivial amount of fat.

## Nutrition Facts

Serving Size: 11 Pretzels (30g)

### Amount Per Serving

Calories: 110 Calories from Fat: 0

### % Daily Value

Total Fat: 0g	0%
Saturated Fat: 0g	0%
Trans Fat: 0g	
Cholesterol: 0mg	0%
Sodium: 330mg	14%
Total Carbohydrate: 23g	8%
Dietary Fiber: less than 1g	4%
Sugars: 1g	

Protein: 3g

Vitamin A: 0%	Vitamin C: 0%
Calcium: 0%	Iron: 8%
Thiamin: 10%	Niacin: 8%
Riboflavin: 8%	Folate: 15%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover The Pounder Sticks Pretzels



### Ingredients

Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, malt, salt, canola oil, yeast, soda.

## Nutrition Facts

Serving Size: 30g (about 28 sticks)

Amount Per Serving	
Calories: 110	Calories from Fat: 10
% Daily Value	
Total Fat: 1g	2%
Saturated Fat: 0g	0%
Trans Fat: 0g	
Cholesterol: 0mg	0%
Sodium: 300mg	13%
Total Carbohydrate: 23g	8%
Dietary Fiber: 1g	4%
Sugars: less than 1g	
Protein: 3g	
Vitamin A: 0%	Vitamin C: 0%
Calcium: 0%	Iron: 6%
Thiamin: 10%	Niacin: 8%
Riboflavin: 6%	Folate: 15%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9                      Carbohydrate 4                      Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover The Pounder Sourdough Specials



## Ingredients

Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, canola oil, salt, malt, corn starch, lactic acid, yeast, soda.

## Nutrition Facts

Serving Size: 1oz. (28g/ about 5 pretzels)

### Amount Per Serving

Calories: 120

Calories from Fat: 15

### % Daily Value

<b>Total Fat:</b> 2g	3%
Saturated Fat: 0g	0%
Trans Fat: 0g	
<b>Cholesterol:</b> 0mg	0%
<b>Sodium:</b> 220mg	9%
<b>Total Carbohydrate:</b> 22g	7%
Dietary Fiber: less than 1g	3%
Sugars: 0g	

Protein: 2g

<b>Vitamin A:</b> 0%	<b>Vitamin C:</b> 0%
<b>Calcium:</b> 0%	<b>Iron:</b> 6%
<b>Thiamin:</b> 8%	<b>Niacin:</b> 6%
<b>Riboflavin:</b> 6%	<b>Folate:</b> 10%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4



Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover The Pounder Sourdough Dark Specials



## Nutrition Facts

Serving Size: Serving Size 1oz. (28g/ about 5 pretzels)

### Amount Per Serving

Calories: 120 Calories from Fat: 15

### % Daily Value

Total Fat: 2g	3%
Saturated Fat: 0g	0%
Trans Fat: 0g	
Cholesterol: 0mg	0%
Sodium: 220g	9%
Total Carbohydrate: 22g	7%
Dietary Fiber: less than 1g	3%
Sugars: 0g	

### Protein: 2g

Vitamin A: 0%	Vitamin C: 0%
Calcium: 0%	Iron: 6%
Thiamin: 8%	Niacin: 6%
Riboflavin: 6%	Folate: 10%

## Ingredients

Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, canola oil, salt, malt, corn starch, lactic acid, yeast, soda.

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

### Calories per gram:

Fat 9 Carbohydrate 4 Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover Reduced Fat The Pounder Yellow Corn Tortilla Chips



## Ingredients

Yellow corn (enriched with thiamine, riboflavin, niacin, iron, folic acid), vegetable oil (contains one or more of the following: canola oil, corn oil, sunflower oil), salt.

## Nutrition Facts

Serving Size: 1 oz. (28g/about 13 chips)

### Amount Per Serving

Calories: 140	Calories from Fat: 45
% Daily Value	
Total Fat: 5g	8%
Saturated Fat: 0g	0%
Trans Fat: 0g	
Cholesterol: 0mg	0%
Sodium: 135mg	6%
Total Carbohydrate: 21g	7%
Dietary Fiber: 2g	7%
Sugars: 0g	
Protein: 2g	
Vitamin A: 0%	Vitamin C: 0%
Calcium: 0%	Iron: 6%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9                      Carbohydrate 4                      Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover Reduced Fat The Pounder White Corn Tortilla Chips



## Ingredients

White corn (enriched with thiamine, riboflavin, niacin, iron, folic acid), vegetable oil (contains one or more of the following: canola oil, corn oil, sunflower oil), salt.

## Nutrition Facts

Serving Size: 1 oz. (28g/about 13 chips)

### Amount Per Serving

Calories: 130 Calories from Fat: 45

### % Daily Value

Total Fat: 5g 8%

Saturated Fat: 0g 0%

Trans Fat: 0g

Cholesterol: 0mg 0%

Sodium: 110mg 5%

Total Carbohydrate: 21g 7%

Dietary Fiber: 2g 7%

Sugars: 0g

Protein: 2g

Vitamin A: 0% Vitamin C: 0%

Calcium: 0% Iron: 4%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover Reduced Fat The Pounder Restaurant Style Tortilla Chips



## Ingredients

Blend of white and yellow corn masa, vegetable oil  
(contains one or more of the following: canola oil, corn  
oil or sunflower oil), salt.

## Nutrition Facts

Serving Size: 1 oz. (28g/about 8 chips)

### Amount Per Serving

Calories: 130 Calories from Fat: 45

% Daily Value

Total Fat: 5g 8%

Saturated Fat: 0g 0%

Trans Fat: 0g

Cholesterol: 0mg 0%

Sodium: 120mg 5%

Total Carbohydrate: 20g 7%

Dietary Fiber: 4g 16%

Sugars: 0g

Protein: 2g

Vitamin A: 0% Vitamin C: 0%

Calcium: 0% Iron: 2%

\*Percent Daily Values are based on a 2,000 calorie diet.  
Your daily values may be higher or lower depending on  
your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4



Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover Reduced Fat The Pounder Whole Grain Tortilla Chips



## Ingredients

Whole yellow corn, vegetable oil (contains one or more of the following: canola oil, corn oil, sunflower oil), brown rice flour, sugar, salt.

## Nutrition Facts

Serving Size: 1oz (about 10 chips)

Servings Per Container: 16

### Amount Per Serving

<b>Calories: 130</b>		Calories from Fat: 45
		<b>% Daily Value</b>
<b>Total Fat:</b> 5g		8%
<b>Saturated Fat:</b> 0g		0%
<b>Trans Fat:</b> 0g		
<b>Polysaturated Fat:</b> 1.5g		
<b>Monounsaturated Fat:</b> 3g		
<b>Cholesterol:</b> 0mg		0%
<b>Sodium:</b> 170mg		7%
<b>Total Carbohydrate:</b> 19g		6%
<b>Dietary Fiber:</b> 2g		9%
<b>Sugars:</b> 1g		
<b>Protein:</b> 2g		
<b>Vitamin A:</b> 0%	<b>Vitamin C:</b> 0%	
<b>Calcium:</b> 2%	<b>Iron:</b> 4%	

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
<b>Calories per gram:</b>			
Fat	9	Carbohydrate	4
		Protein	4

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover Reduced Fat The Pounder Dippin' Strips Tortilla Strips



## Ingredients

Yellow Corn (enriched with thiamine, riboflavin, niacin, iron, folic acid), vegetable oil (contains one or more of the following: canola oil, corn oil, sunflower oil), salt.

## Nutrition Facts

Serving Size: 1oz

Servings Per Container: 16

### Amount Per Serving

Calories: 130		Calories from Fat: 45
		% Daily Value
Total Fat:	5g	8%
Saturated Fat:	0g	0%
Trans Fat:	0g	
Polyunsaturated Fat:	1.5g	
Monounsaturated Fat:	3g	
Cholesterol:	0mg	0%
Sodium:	135mg	6%
Total Carbohydrate:	21g	7%
Dietary Fiber:	2g	7%
Sugars:	0g	
Protein:	2g	
Vitamin A:	0%	Vitamin C: 0%
Calcium:	0%	Iron: 6%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9                      Carbohydrate 4                      Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Snyder's of Hanover Reduced Fat Twist of Lime Tortilla Chips



## Ingredients

White corn (enriched with thiamin, riboflavin, niacin, iron, folic acid), vegetable oil (contains one or more of the following: canola oil, corn oil, sunflower oil), sugar, salt, maltodextrin, dextrose, citric acid, spice, sour cream powder (cultured cream, nonfat milk), gum acacia, natural flavor.

## Nutrition Facts

Serving Size: 1oz (28g/about 13 chips)

### Amount Per Serving

Calories: 130	Calories from Fat: 45
% Daily Value	
Total Fat: 5g	8%
Saturated Fat: 0g	0%
Trans Fat: 0g	
Polyunsaturated Fat: 1.5g	
Monounsaturated Fat: 3g	
Cholesterol: 0mg	0%
Sodium: 320mg	13%
Total Carbohydrate: 20g	7%
Dietary Fiber: 2g	6%
Sugars: less than 1g	
Protein: 2g	
Vitamin A: 0%	Vitamin C: 0%
Calcium: 0%	Iron: 4%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat	9	Carbohydrate	4
		Protein	4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips Original



Ingredients

Potatoes, Canola Oil, Salt.

Nutrition Facts

Serving Size: 1oz (28g / Approx. 19 Chips)

Servings Per Container: 8.5

Amount Per Serving			
Calories: 140		Calories from Fat: 70	
		% Daily Value	
Total Fat: 8g		12%	
Saturated Fat: .5g		3%	
Trans Fat: 0g			
Cholesterol: 0mg		0%	
Sodium: 150mg		6%	
Total Carbohydrate: 17g		6%	
Dietary Fiber: Less than 1g		4%	
Sugars: 0g			
Protein: 2g			
Vitamin A: 0%		Vitamin C: 20%	
Calcium: 0%		Iron: 2%	

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9	Carbohydrate 4	Protein 4
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Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips Sea Salt & Vinegar



### Ingredients

Potatoes, Canola Oil, Maltodextrin, Vinegar Solids,  
Sodium Diacetate, Salt, Sea Salt.

## Nutrition Facts

Serving Size: 1oz (28g / Approx. 18 Chips)

Servings Per Container: 8

### Amount Per Serving

**Calories:** 160 Calories from Fat: 60

### % Daily Value

**Total Fat:** 7g 11%

Saturated Fat: .5g 3%

Trans Fat: 0g

**Cholesterol:** 0mg 0%

**Sodium:** 240mg 10%

**Total Carbohydrate:** 16g 5%

Dietary Fiber: less than 1g 4%

Sugars: 0g

**Protein:** 2g

**Vitamin A:** 0%

**Vitamin C:** 10%

**Calcium:** 0%

**Iron:** 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips Sea Salt & Cracked Pepper



### Ingredients

Potatoes, Canola Oil, Corn Syrup Solids, Buttermilk Solids, Maltodextrin, Dairy Whey, Spice, Sea Salt, Salt, Sugar, Cracked Black Pepper, Dry Vinegar, Onion Powder, Garlic Powder, Cornstarch, Citric Acid, Natural Flavor, Torula Yeast.

## Nutrition Facts

Serving Size: 1oz (28g / Approx. 18 Chips)

Servings Per Container: 8

### Amount Per Serving

**Calories:** 140 Calories from Fat: 60

### % Daily Value

**Total Fat:** 7g 11%

Saturated Fat: .5g 3%

Trans Fat: 0g

**Cholesterol:** 0mg 0%

**Sodium:** 150mg 6%

**Total Carbohydrate:** 17g 6%

Dietary Fiber: 2g 9%

Sugars: 0g

**Protein:** 2g

**Vitamin A:** 0% **Vitamin C:** 6%

**Calcium:** 0% **Iron:** 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Sat Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2,400mg	2,400mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips Sweet & Spicy Jalapeño



### Ingredients

Potatoes, Canola Oil, Dextrose, Salt, Sugar, Onion Powder, Maltodextrin, Torula Yeast, Jalapeno Pepper Powder, Garlic Powder, Yeast Extract, Green Bell Pepper Powder, Citric Acid, Natural Flavor, Spice, Dry Vinegar, Paprika Extract (Flavor & Color).

## Nutrition Facts

Serving Size: 1oz (28g / Approx. 18 Chips)

Servings Per Container: 8

### Amount Per Serving

<b>Calories:</b> 140		Calories from Fat: 70
		<b>% Daily Value</b>
<b>Total Fat:</b> 7g		11%
Saturated Fat: .5g		3%
Trans Fat: 0g		
<b>Cholesterol:</b> 0mg		0%
<b>Sodium:</b> 180mg		8%
<b>Total Carbohydrate:</b> 18g		6%
Dietary Fiber: 1g		4%
Sugars: 1g		
<b>Protein:</b> 2g		
<b>Vitamin A:</b> 0%	<b>Vitamin C:</b> 10%	
<b>Calcium:</b> 0%	<b>Iron:</b> 2%	

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9                      Carbohydrate 4                      Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips Sweet Mesquite Barbeque



### Ingredients

Potatoes, Canola Oil, Sugar, Dextrose, Salt, Paprika, Tomato Powder, Spices, Onion Powder, Garlic Powder, Torula Yeast, Natural Flavors (including Mesquite Smoke), Oleoresin Paprika, Citric Acid, Caramel Color.

## Nutrition Facts

Serving Size: 1oz (28g / Approx. 18 Chips)

Servings Per Container: 8

### Amount Per Serving

Calories: 150 Calories from Fat: 80

### % Daily Value

Total Fat: 8g 13%

Saturated Fat: .5g 3%

Trans Fat: 0g

Cholesterol: 0mg 0%

Sodium: 190mg 8%

Total Carbohydrate: 17g 6%

Dietary Fiber: 1g 4%

Sugars: 1g

Protein: 2g

Vitamin A: 4%

Vitamin C: 8%

Calcium: 0%

Iron: 0%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4



Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips Sour Cream & Green Onion



### Ingredients

Potatoes, Canola Oil, Salt, Dairy Whey, Dextrose, Sour Cream Powder (Sour Cream [Cream Cultures, Lactic Acid], Cultured Nonfat Milk Solids, Citric Acid), Maltodextrin, Nonfat Dry Milk, Sugar, Onion Powder (Contains Onion and Green Onion Powders), Yeast Extract, Dried Cream Extract, Natural Flavors, Citric Acid, Parsley.

## Nutrition Facts

Serving Size: 1oz (28g / Approx. 18 Chips)

Servings Per Container: 8

### Amount Per Serving

**Calories:** 140 Calories from Fat: 70

### % Daily Value

**Total Fat:** 8g 12%

Saturated Fat: .5g 3%

Trans Fat: 0g

**Cholesterol:** 0mg 0%

**Sodium:** 220mg 9%

**Total Carbohydrate:** 16g 5%

Dietary Fiber: 1g 4%

Sugars: Less than 1g

**Protein:** 2g

**Vitamin A:** 0%

**Vitamin C:** 25%

**Calcium:** 0%

**Iron:** 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips 40% Reduced Fat Original



## Ingredients

Potatoes, Canola Oil and Salt.

## Nutrition Facts

Serving Size: 1 oz (28g/ About 19 Chips)

Servings Per Container: 8

### Amount Per Serving

**Calories:** 140 Calories from Fat: 50

### % Daily Value

**Total Fat:** 6g 9%

Saturated Fat: .5g 2%

Trans Fat: 0g

**Cholesterol:** 0mg 0%

**Sodium:** 85mg 4%

**Total Carbohydrate:** 18g 6%

Dietary Fiber: 2g 6%

Sugars: 0g

**Protein:** 2g

**Vitamin A:** 0%

**Vitamin C:** 25%

**Calcium:** 0%

**Iron:** 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips 40% Less Fat Sea Salt & Vinegar



Ingredients

Potatoes, Canola Oil, Maltodextrin, Vinegar Solids, Sodium Diacetate, Salt and Sea Salt.

Nutrition Facts

Serving Size: 1oz (28g / Approx. 18 Chips)	
Servings Per Container: 8	
Amount Per Serving	
Calories: 130	Calories from Fat: 50
% Daily Value	
Total Fat: 6g	9%
Saturated Fat: .5g	2%
Trans Fat: 0g	
Cholesterol: 0mg	0%
Sodium: 220mg	9%
Total Carbohydrate: 18mg	6%
Dietary Fiber: 2g	6%
Sugars: 0g	
Protein: 2g	
Vitamin A: 0%	Vitamin C: 10%
Calcium: 0%	Iron: 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat	9	Carbohydrate	4
		Protein	4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips 40% Less Fat Sweet Mesquite Barbeque



### Ingredients

Potatoes, Canola Oil, Sugar, Dextrose, Salt, Paprika, Tomato Powder, Spices, Onion Powder, Garlic Powder, Torula Yeast, Natural Flavors (including Mesquite Smoke), Oleoresin Paprika, Citric Acid, Caramel Color.

## Nutrition Facts

Serving Size: 1oz (28g / Approx. 18 Chips)

Servings Per Container: 8

### Amount Per Serving

**Calories:** 130 Calories from Fat: 50

**% Daily Value**

**Total Fat:** 6g 9%

Saturated Fat: .5g 3%

Trans Fat: 0g

**Cholesterol:** 0mg 0%

**Sodium:** 150mg 6%

**Total Carbohydrate:** 18g 6%

Dietary Fiber: 1g 5%

Sugars: 1g

**Protein:** 2g

**Vitamin A:** 0% **Vitamin C:** 20%

**Calcium:** 0% **Iron:** 4%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4



Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips 40% Less Fat Aged Cheddar & Sour Cream



## Nutrition Facts

Serving Size: 1 oz (28g / Approx. 18 Chips)

Servings Per Container: 8

### Amount Per Serving

**Calories:** 140 Calories from Fat: 60

### % Daily Value

**Total Fat:** 6g 9%

Saturated Fat: .5g 3%

Trans Fat: 0g

**Cholesterol:** 0mg 0%

**Sodium:** 170mg 7%

**Total Carbohydrate:** 18g 6%

Dietary Fiber: 1g 5%

Sugars: 0g

**Protein:** 2g

**Vitamin A:** 0%

**Vitamin C:** 8%

**Calcium:** 0%

**Iron:** 4%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4

## Ingredients

Potatoes, Canola Oil, Dairy Whey, Salt, Cheese(Cheddar, Monterey Jack and Swiss [Cultured Milk, Salt, Enzymes]), Maltodextrin, Sour Cream (Cultured Cream, Nonfat Dry Milk), Onion Powder, Buttermilk, High Oleic Canola Oil, Nonfat Dry Milk, Dextrose, Vinegar Powder, Natural Flavors, Whey Protein Concentrate, Disodium Phosphate, Garlic Powder, Citric Acid, Yeast, Lactic Acid, Annatto Extract.

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips 40% Less Fat Sea Salt & Cracked Pepper



## Nutrition Facts

Serving Size: 1 oz (28g)

Servings Per Container: 8

### Amount Per Serving

**Calories:** 140 Calories from Fat: 50

### % Daily Value

**Total Fat:** 6g 9%

Saturated Fat: 0g 0%

Trans Fat: 0g

Polyunsaturated Fat: 1g

Monounsaturated Fat: 3g

**Cholesterol:** 0mg 0%

**Sodium:** 150mg 6%

**Total Carbohydrate:** 19g 6%

Dietary Fiber: 2g 6%

Sugars: less than 1g

**Protein:** 2g

**Vitamin A:** 0%

**Vitamin C:** 20%

**Calcium:** 0%

**Iron:** 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4

## Ingredients

Potatoes, Canola Oil, Salt, Corn Syrup Solids, Buttermilk Solids, Maltodextrin, Dairy Whey (Milk), Salt, Spice, Sea Salt, Sugar, Cracked Black Pepper, Dry Vinegar, Onion Powder, Garlic Powder, Cornstarch, Citric Acid, White Pepper, Natural Flavor, Torula Yeast.

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Waffle Cut Potato Chips Sea Salt



## Ingredients

Potatoes, Canola Oil, Sea Salt.

## Nutrition Facts

Serving Size: 1oz (28g / Approx. 17 Chips)

Servings Per Container: 7

### Amount Per Serving

**Calories:** 140 Calories from Fat: 60

### % Daily Value

**Total Fat:** 7g 10%

Saturated Fat: .5g 2%

Trans Fat: 0g

**Cholesterol:** 0mg 0%

**Sodium:** 110mg 5%

**Total Carbohydrate:** 18g 6%

Dietary Fiber: 1g 5%

Sugars: 0g

**Protein:** 2g

**Vitamin A:** 0% **Vitamin C:** 30%

**Calcium:** 0% **Iron:** 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than		65g	80g
Sat Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2,400mg	2,400mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Waffle Cut Potato Chips Farm Stand Ranch



### Ingredients

Potatoes, Canola Oil, Buttermilk, Maltodextrin, Dairy Whey, Salt, Garlic Powder, Sour Cream (Cream, Nonfat Milk, Cultures), Natural Flavor, Sugar, Nonfat Milk, Onion Powder, Dextrose, Lactic Acid, Spices, Cultured Nonfat Milk, Dehydrated Bell Pepper, Yeast Extract, Dehydrated Parsley, Citric Acid, Vinegar (White and Apple Cider), Dehydrated Carrot, Dehydrated Tomato, Malic Acid, Modified Corn Starch.

## Nutrition Facts

Serving Size: 1 oz (28g/About 17 Chips)

Servings Per Container: 7

### Amount Per Serving

**Calories:** 140 Calories from Fat: 60

### % Daily Value

**Total Fat:** 7g 11%

Saturated Fat: .5g 3%

Trans Fat: 0g

**Cholesterol:** 0mg 0%

**Sodium:** 135mg 6%

**Total Carbohydrate:** 17g 6%

Dietary Fiber: less than 1g 4%

Sugars: less than 1g

**Protein:** 2g

**Vitamin A:** 0%

**Vitamin C:** 20%

**Calcium:** 0%

**Iron:** 2%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4



Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Waffle Cut Potato Chips Seasoned Pepper



Potatoes, Canola Oil, Corn Syrup Solids, Spice And Herb (Black Pepper, Chili Powder, Red Chili Pepper, White Pepper), Sugar, Onion Powder, Natural Flavorings, Spices And Coloring (Paprika, Turmeric), Salt, Maltodextrin, Yeast Extract, Garlic Powder, Sea Salt, Silicon Dioxide, Gum Acacia, Succinic Acid, Rosemary (to Help Product Flavor).

<b>Nutrition Facts</b>	
Serving Size 28 G Servings Per Container 7	
<b>Amount Per Serving</b>	
<b>Calories</b> 130	Calories from Fat 60
% Daily Value*	
<b>Total Fat</b> 7 G	<b>11</b>
Saturated Fat 1 G	<b>5</b>
Trans Fat 0 G	
<b>Cholesterol</b> 0 Mg	<b>0</b>
<b>Sodium</b> 125 Mg	<b>5</b>
<b>Total Carbohydrate</b> 16 G	<b>5</b>
Dietary Fiber 1 G	<b>4</b>
Sugars 0 G	
<b>Protein</b> 2 G	
Vitamin A	0
Vitamin C	10
Calcium	0

(-) Information is currently not available for this nutrient.

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:\*\*

\*\* Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.

		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25mg	30mg

Calories per gram:

Fat 9 - Carbohydrate 4 - Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips Chef's Recipe Feta & Rosemary



Potatoes, Canola Oil, Corn Syrup Solids, Soybean Oil, Skim Milk Powder, Spice And Herb, Yeast Extract, Onion Powder, Cream, Maltodextrin, Natural Flavoring, Salt, Rosemary, Cheddar Cheese (Cultured Milk, Salt, Enzymes), Dairy Whey, Whey Protein Concentrate, Garlic Powder, Butter Milk, Feta Cheese (Cow Milk, Cheese Cultures, Salt), Gum Acacia. Contains: Milk, Soy.

Nutrition Facts	
Serving Size 28 G	
Servings Per Container 7	
Amount Per Serving	
<b>Calories</b> 150	Calories from Fat 70
% Daily Value*	
<b>Total Fat</b> 8 G	<b>12</b>
Saturated Fat 0.5 G	<b>3</b>
Trans Fat 0 G	
<b>Cholesterol</b> 0 Mg	<b>0</b>
<b>Sodium</b> 135 Mg	<b>6</b>
<b>Total Carbohydrate</b> 17 G	<b>6</b>
Dietary Fiber 1 G	<b>4</b>
Sugars 1 G	
<b>Protein</b> 2 G	
Vitamin A	0
Vitamin C	10
Calcium	0

(-) Information is currently not available for this nutrient.

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:\*\*

\*\* Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25mg	30mg

Calories per gram:

Fat 9 · Carbohydrate 4 · Protein 4

Packaging, Ingredients, and Nutrition Facts for  
Cape Cod Kettle Cooked Potato Chips Chef's Recipe Roasted Garlic & Red Pepper



Potatoes, Canola Oil, Maltodextrin, Sugar, Garlic Powder, Dry Molasses, Dried Red Pepper, Salt, Dry Balsamic Vinegar, Caramel Color, Silicon Dioxide, Dry Vinegar, Olive Oil, Citric Acid, Tartaric Acid, Natural Flavor, Calcium Silicate.

<b>Nutrition Facts</b>	
Serving Size 28 G	
Servings Per Container 7	
<b>Amount Per Serving</b>	
<b>Calories</b> 150	Calories from Fat 70
<b>% Daily Value*</b>	
<b>Total Fat</b> 7 G	<b>11</b>
Saturated Fat 0 G	<b>0</b>
Trans Fat 0 G	
<b>Cholesterol</b> 0 Mg	<b>0</b>
<b>Sodium</b> 120 Mg	<b>5</b>
<b>Total Carbohydrate</b> 18 G	<b>6</b>
Dietary Fiber 1 G	<b>4</b>
Sugars 2 G	
<b>Protein</b> 2 G	
Vitamin A	0
Vitamin C	10
Calcium	0

(-) Information is currently not available for this nutrient.

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:\*\*

\*\* Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25mg	30mg

Calories per gram:

Fat 9 - Carbohydrate 4 - Protein 4



Packaging, Ingredients, and Nutrition Facts for  
EatSmart Naturals Whole Grain Tortilla Chips Sea Salt



Nutrition Facts	
Serving Size 30g (about 10 chips)	
Amount Per Serving	
Calories 150	Calories from Fat 60
% Daily Value*	
Total Fat 7g	11%
Saturated Fat .5g	3%
Trans Fat 0g	
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 3.5g	
Cholesterol 0mg	0%
Sodium 80mg	3%
Potassium 70mg	2%
Total Carbohydrate 19g	6%
Dietary Fiber 3g	12%
Sugars 2g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 4%

**INGREDIENTS:** Whole Yellow Corn, Canola Oil, Rice Flour, Sesame Seeds, Brown Flax Seeds, Chia Seeds, Natural Cane Sugar, Maltodextrin, Quinoa Flakes, Sea Salt. 16g whole grains per serving. Excellent source of Omega-3's. Allergy Information: Produced in a facility that handles peanut butter. Gluten-Free.

Packaging, Ingredients, and Nutrition Facts for  
EatSmart Naturals Whole Grain Cheese Curls White Cheddar Cheese



Nutrition Facts	
Serving Size 30g (about 1.5 cups)	
Amount Per Serving	
Calories 130	Calories from Fat 60
% Daily Value*	
Total Fat 6g	9%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 3g	
Cholesterol 0mg	0%
Sodium 230mg	10%
Potassium 115mg	3%
Total Carbohydrate 20g	7%
Dietary Fiber 3g	12%
Sugars 1g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 4%

**INGREDIENTS:** Whole Grain Corn Meal, Expeller Pressed Sunflower Oil, Maltodextrin, Whey, Rice Flour, Sea Salt, Cheddar Cheese (Cultured Milk, Salt, Enzymes), Buttermilk Powder, Autolyzed Yeast Extract, Natural Flavors, Sodium Caseinate, Lactic Acid, Calcium Lactate and Dried Vinegar. 20g whole grains per serving. Gluten-Free.

Packaging, Ingredients, and Nutrition Facts for  
EatSmart Naturals Corn & Rice Puffs White Cheddar Cheese



Nutrition Facts	
Serving Size 28g (variable piece count)	
Amount Per Serving	
Calories 140	Calories from Fat 60
% Daily Value*	
Total Fat 7g	11%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 4g	
Cholesterol less than 5mg	1%
Sodium 270mg	11%
Potassium 70mg	2%
Total Carbohydrate 18g	6%
Dietary Fiber less than 1g	2%
Sugars 2g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 2%	Iron 0%

**INGREDIENTS:** Corn Meal, Expeller Pressed Sunflower Oil, Rice Flour, Cheddar Cheese (Cultured Milk, Salt, Enzymes), Whey, Salt, Buttermilk, Maltodextrin, Citric Acid.



Packaging, Ingredients, and Nutrition Facts for  
EatSmart Potato Crisps All Natural Popped Snacks Salt & Vinegar



Nutrition Facts	
Serving Size 1 oz (28g)	
Amount Per Serving	
Calories 120	Calories from Fat 30
% Daily Value*	
Total Fat 3.5g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat	
Monounsaturated Fat	
Cholesterol 0mg	0%
Sodium 410mg	17%
Potassium	
Total Carbohydrate 20g	7%
Dietary Fiber <1g	4%
Sugars 0g	
Protein 1g	
Vitamin A 0%	Vitamin C 15%
Calcium 0%	Iron 0%

**INGREDIENTS:** Potato flour, rice flour, expeller pressed sunflower oil, maltodextrin, sodium diacetate, salt, dry vinegar, sea salt, canola oil. Allergy Information: May contain soy and dairy ingredients.

Packaging, Ingredients, and Nutrition Facts for  
Padrinos Tortilla Chips Restaurant Style



### Ingredients

White Corn, Expeller Pressed Sunflower And/Or Safflower Oil, Salt, Trace of Lime.

Nutrition Facts	
Serving Size 28 G	
Servings Per Container 12	
Amount Per Serving	
<b>Calories</b> 130	Calories from Fat 50
% Daily Value*	
<b>Total Fat</b> 6 G	<b>9</b>
Saturated Fat 0 G	<b>0</b>
Trans Fat 0 G	
<b>Cholesterol</b> 0 Mg	<b>0</b>
<b>Sodium</b> 95 Mg	<b>4</b>
<b>Potassium</b> 0 Mg	<b>0</b>
<b>Total Carbohydrate</b> 17 G	<b>6</b>
Dietary Fiber 2 G	<b>7</b>
Sugars 0 G	
<b>Protein</b> 2 G	
Vitamin A	0
Vitamin C	0
Calcium	0

(-) Information is currently not available for this nutrient.

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:\*\*

\*\* Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25mg	30mg

Calories per gram:

Fat 9 - Carbohydrate 4 - Protein 4



Packaging, Ingredients, and Nutrition Facts for  
Padrinos Tortilla Chips No Salt



Ingredients

White Corn, Expeller Pressed Sunflower And/Or Safflower Oil, Trace of Lime.

Nutrition Facts	
Serving Size 28 G	
Servings Per Container 12	
Amount Per Serving	
Calories 130	Calories from Fat 50
% Daily Value*	
Total Fat 6 G	9
Saturated Fat 0 G	0
Trans Fat 0 G	
Cholesterol 0 Mg	0
Sodium 10 Mg	0
Potassium 0 Mg	0
Total Carbohydrate 18 G	6
Dietary Fiber 2 G	7
Sugars 0 G	
Protein 2 G	
Vitamin A	0
Vitamin C	0
Calcium	0

(-) Information is currently not available for this nutrient.			
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:**			
** Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.			
Calories:		2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25mg	30mg
Calories per gram:			
Fat 9      Carbohydrate 4      Protein 4			

Packaging, Ingredients, and Nutrition Facts for  
Padrinos Tortilla Chips Reduced Fat



### Ingredients

Yellow Corn, Expeller Pressed Sunflower And/Or Safflower Oil, Salt, Trace of Lime.

Nutrition Facts	
Serving Size 28 G	
Servings Per Container 12	
Amount Per Serving	
<b>Calories 130</b>	Calories from Fat 50
% Daily Value*	
<b>Total Fat 5 G</b>	<b>8</b>
Saturated Fat 0 G	0
Trans Fat 0 G	
<b>Cholesterol 0 Mg</b>	<b>0</b>
<b>Sodium 100 Mg</b>	<b>4</b>
<b>Potassium 0 Mg</b>	<b>0</b>
<b>Total Carbohydrate 18 G</b>	<b>6</b>
Dietary Fiber 2 G	7
Sugars 0 G	
<b>Protein 2 G</b>	
Vitamin A	0
Vitamin C	0
Calcium	0

(-) Information is currently not available for this nutrient.

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:\*\*

\*\* Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25mg	30mg

Calories per gram:

Fat 9 - Carbohydrate 4 - Protein 4

# EXHIBIT 2

Class Action Complaint

*Barron et al. vs. Snyder's-Lance, Inc.*

United States District Court

Southern District of Florida

November 13, 2013

	<u>Canola Oil</u>	<u>High Oleic Canola Oil</u>	<u>Vegetable Oil (contains one or more of the following: canola oil, corn oil, sunflower oil)</u>	<u>Soybean Oil</u>	<u>Expeller Pressed Sunflower Oil</u>	<u>Expeller Pressed Sunflower and/or Safflower Oil</u>	<u>Olive Oil</u>	<u>Yellow Corn</u>	<u>Whole Yellow Corn</u>	<u>Yellow Corn (enriched with thiamine, riboflavin, niacin, iron, folic acid)</u>
<b><u>Snyder's of Hanover</u></b>										
The Pounder Olde Tyme Pretzels	X									
The Pounder Mini Pretzels	X									
The Pounder Snaps Pretzels	X									
The Pounder Thins Pretzels	X									
The Pounder Sticks Pretzels	X									
The Pounder Sourdough Specials	X									
The Pounder Sourdough Dark Specials	X									
Reduced Fat The Pounder Yellow Corn Tortilla Chips			X							X
Reduced Fat The Pounder White Corn Tortilla Chips			X							
Reduced Fat The Pounder Restaurant Style Tortilla Chips			X							
Reduced Fat The Pounder Whole Grain Tortilla Chips			X						X	
Reduced Fat The Pounder Dippin' Strips Tortilla Strips			X							X
Reduced Fat Twist of Lime Tortilla Chips			X							
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>										
Original	X									
Sea Salt & Vinegar	X									
Sea Salt & Cracked Pepper	X									
Sweet & Spicy Jalapeño	X									
Sweet Mesquite Barbeque	X									
Sour Cream & Green Onion	X									
40% Reduced Fat Original	X									
40% Less Fat Sea Salt & Vinegar	X									
40% Less Fat Sweet Mesquite Barbeque	X									
40% Less Fat Aged Cheddar & Sour Cream	X	X								
40% Less Fat Sea Salt & Cracked Pepper	X									
Waffle Cut Sea Salt	X									
Waffle Cut Farm Stand Ranch	X									
Waffle Cut Seasoned Pepper	X									
Chef's Recipe Feta & Rosemary	X			X						
Chef's Recipe Roasted Garlic & Red Pepper	X						X			
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>										
Whole Grain Tortilla Chips Sea Salt	X								X	
Whole Grain Cheese Curls White Cheddar Cheese					X					
Corn & Rice Puffs White Cheddar Cheese					X					
Potato Crisps Salt & Vinegar	X				X					
<b><u>Padrinos Tortilla Chips</u></b>										
Restaurant Style						X				
No Salt						X				
Reduced Fat						X		X		

	<u>White Corn</u>	<u>White Corn (enriched with thiamine, riboflavin, niacin, iron, folic acid)</u>	<u>Blend of White and Yellow Corn Masa</u>	<u>Corn Meal</u>	<u>Whole Grain Corn Meal</u>	<u>Enriched Flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid)</u>	<u>Potatoes</u>	<u>Potato Flour</u>	<u>Rice Flour</u>	<u>Brown Rice Flour</u>	<u>Water</u>
<b><u>Snyder's of Hanover</u></b>											
The Pounder Olde Tyme Pretzels						X					X
The Pounder Mini Pretzels						X					X
The Pounder Snaps Pretzels						X					X
The Pounder Thins Pretzels						X					X
The Pounder Sticks Pretzels						X					X
The Pounder Sourdough Specials						X					X
The Pounder Sourdough Dark Specials						X					X
Reduced Fat The Pounder Yellow Corn Tortilla Chips											
Reduced Fat The Pounder White Corn Tortilla Chips		X									
Reduced Fat The Pounder Restaurant Style Tortilla Chips			X								
Reduced Fat The Pounder Whole Grain Tortilla Chips										X	
Reduced Fat The Pounder Dippin' Strips Tortilla Strips											
Reduced Fat Twist of Lime Tortilla Chips		X									
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>											
Original							X				
Sea Salt & Vinegar							X				
Sea Salt & Cracked Pepper							X				
Sweet & Spicy Jalapeño							X				
Sweet Mesquite Barbeque							X				
Sour Cream & Green Onion							X				
40% Reduced Fat Original							X				
40% Less Fat Sea Salt & Vinegar							X				
40% Less Fat Sweet Mesquite Barbeque							X				
40% Less Fat Aged Cheddar & Sour Cream							X				
40% Less Fat Sea Salt & Cracked Pepper							X				
Waffle Cut Sea Salt							X				
Waffle Cut Farm Stand Ranch							X				
Waffle Cut Seasoned Pepper							X				
Chef's Recipe Feta & Rosemary							X				
Chef's Recipe Roasted Garlic & Red Pepper							X				
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>											
Whole Grain Tortilla Chips Sea Salt									X		
Whole Grain Cheese Curds White Cheddar Cheese					X				X		
Corn & Rice Puffs White Cheddar Cheese				X					X		
Potato Crisps Salt & Vinegar								X	X		
<b><u>Padrinos Tortilla Chips</u></b>											
Restaurant Style	X										
No Salt	X										
Reduced Fat											

	Soda	Salt	Sea Salt	Cracked Black Pepper	White Pepper	Sugar	Natural Cane Sugar	Malt	Dextrose	Maltodextrin	Corn Syrup Solids	Corn Starch
<b><u>Snyder's of Hanover</u></b>												
The Pounder Olde Tyme Pretzels	X	X						X				
The Pounder Mini Pretzels	X	X						X	X			
The Pounder Snaps Pretzels	X	X						X				
The Pounder Thins Pretzels	X	X						X	X			
The Pounder Sticks Pretzels	X	X						X				
The Pounder Sourdough Specials	X	X						X				X
The Pounder Sourdough Dark Specials	X	X						X				X
Reduced Fat The Pounder Yellow Corn Tortilla Chips		X										
Reduced Fat The Pounder White Corn Tortilla Chips		X										
Reduced Fat The Pounder Restaurant Style Tortilla Chips		X										
Reduced Fat The Pounder Whole Grain Tortilla Chips		X				X						
Reduced Fat The Pounder Dippin' Strips Tortilla Strips		X										
Reduced Fat Twist of Lime Tortilla Chips		X				X			X	X		
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>												
Original		X										
Sea Salt & Vinegar		X	X							X		
Sea Salt & Cracked Pepper		X	X	X		X				X	X	X
Sweet & Spicy Jalapeño		X				X			X	X		
Sweet Mesquite Barbeque		X				X			X			
Sour Cream & Green Onion		X				X			X	X		
40% Reduced Fat Original		X										
40% Less Fat Sea Salt & Vinegar		X	X							X		
40% Less Fat Sweet Mesquite Barbeque		X				X			X			
40% Less Fat Aged Cheddar & Sour Cream		X							X	X		
40% Less Fat Sea Salt & Cracked Pepper		X	X	X	X	X				X	X	X
Waffle Cut Sea Salt			X									
Waffle Cut Farm Stand Ranch		X				X			X	X		
Waffle Cut Seasoned Pepper		X	X			X				X	X	
Chef's Recipe Feta & Rosemary		X								X	X	
Chef's Recipe Roasted Garlic & Red Pepper		X				X				X		
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>												
Whole Grain Tortilla Chips Sea Salt			X				X			X		
Whole Grain Cheese Curds White Cheddar Cheese			X							X		
Corn & Rice Puffs White Cheddar Cheese		X								X		
Potato Crisps Salt & Vinegar		X	X							X		
<b><u>Padrinos Tortilla Chips</u></b>												
Restaurant Style		X										
No Salt												
Reduced Fat		X										



	<u>Modified Corn Starch</u>	<u>Dry Molasses</u>	<u>Oleoresin Paprika</u>	<u>Caramel Color</u>	<u>Paprika Extract (Flavor &amp; Color)</u>	<u>Annatto Extract</u>	<u>Natural Flavor</u>	<u>Citric Acid</u>	<u>Calcium Lactate</u>	<u>Calcium Silicate</u>
<b><u>Snyder's of Hanover</u></b>										
The Pounder Olde Tyme Pretzels										
The Pounder Mini Pretzels										
The Pounder Snaps Pretzels										
The Pounder Thins Pretzels										
The Pounder Sticks Pretzels										
The Pounder Sourdough Specials										
The Pounder Sourdough Dark Specials										
Reduced Fat The Pounder Yellow Corn Tortilla Chips										
Reduced Fat The Pounder White Corn Tortilla Chips										
Reduced Fat The Pounder Restaurant Style Tortilla Chips										
Reduced Fat The Pounder Whole Grain Tortilla Chips										
Reduced Fat The Pounder Dippin' Strips Tortilla Strips										
Reduced Fat Twist of Lime Tortilla Chips							X	X		
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>										
Original										
Sea Salt & Vinegar										
Sea Salt & Cracked Pepper							X	X		
Sweet & Spicy Jalapeño					X		X	X		
Sweet Mesquite Barbeque			X	X			X	X		
Sour Cream & Green Onion							X	X		
40% Reduced Fat Original										
40% Less Fat Sea Salt & Vinegar										
40% Less Fat Sweet Mesquite Barbeque			X	X			X	X		
40% Less Fat Aged Cheddar & Sour Cream						X	X	X		
40% Less Fat Sea Salt & Cracked Pepper							X	X		
Waffle Cut Sea Salt										
Waffle Cut Farm Stand Ranch	X						X	X		
Waffle Cut Seasoned Pepper							X			
Chef's Recipe Feta & Rosemary							X			
Chef's Recipe Roasted Garlic & Red Pepper		X		X			X	X		X
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>										
Whole Grain Tortilla Chips Sea Salt										
Whole Grain Cheese Curls White Cheddar Cheese							X		X	
Corn & Rice Puffs White Cheddar Cheese								X		
Potato Crisps Salt & Vinegar										
<b><u>Padrinos Tortilla Chips</u></b>										
Restaurant Style										
No Salt										
Reduced Fat										

	<u>Disodium Phosphate</u>	<u>Malic Acid</u>	<u>Silicon Dioxide</u>	<u>Sodium Caseinate</u>	<u>Sodium Diacetate</u>	<u>Succinic Acid</u>	<u>Tartaric Acid</u>	<u>Vinegar (white and apple cider)</u>	<u>Vinegar Solids</u>	<u>Dry Vinegar</u>
<b><u>Snyder's of Hanover</u></b>										
The Pounder Olde Tyme Pretzels										
The Pounder Mini Pretzels										
The Pounder Snaps Pretzels										
The Pounder Thins Pretzels										
The Pounder Sticks Pretzels										
The Pounder Sourdough Specials										
The Pounder Sourdough Dark Specials										
Reduced Fat The Pounder Yellow Corn Tortilla Chips										
Reduced Fat The Pounder White Corn Tortilla Chips										
Reduced Fat The Pounder Restaurant Style Tortilla Chips										
Reduced Fat The Pounder Whole Grain Tortilla Chips										
Reduced Fat The Pounder Dippin' Strips Tortilla Strips										
Reduced Fat Twist of Lime Tortilla Chips										
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>										
Original										
Sea Salt & Vinegar					X				X	
Sea Salt & Cracked Pepper										X
Sweet & Spicy Jalapeño										X
Sweet Mesquite Barbeque										
Sour Cream & Green Onion										
40% Reduced Fat Original										
40% Less Fat Sea Salt & Vinegar					X				X	
40% Less Fat Sweet Mesquite Barbeque										
40% Less Fat Aged Cheddar & Sour Cream	X									
40% Less Fat Sea Salt & Cracked Pepper										X
Waffle Cut Sea Salt										
Waffle Cut Farm Stand Ranch		X						X		
Waffle Cut Seasoned Pepper			X			X				
Chef's Recipe Feta & Rosemary										
Chef's Recipe Roasted Garlic & Red Pepper			X				X			X
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>										
Whole Grain Tortilla Chips Sea Salt										
Whole Grain Cheese Curls White Cheddar Cheese				X						X
Corn & Rice Puffs White Cheddar Cheese										
Potato Crisps Salt & Vinegar					X					X
<b><u>Padrinos Tortilla Chips</u></b>										
Restaurant Style										
No Salt										
Reduced Fat										

	<u>Vinegar</u> <u>Powder</u>	<u>Dry</u> <u>Balsamic</u> <u>Vinegar</u>	<u>Yeast</u>	<u>Yeast</u> <u>Extract</u>	<u>Autolyzed</u> <u>Yeast</u> <u>Extract</u>	<u>Torula</u> <u>Yeast</u>	<u>Nonfat</u> <u>Milk</u>	<u>Nonfat</u> <u>Dry</u> <u>Milk</u>	<u>Cultured</u> <u>Nonfat</u> <u>Milk</u>	<u>Skim</u> <u>Milk</u> <u>Powder</u>	<u>Lactic</u> <u>Acid</u>
<b><u>Snyder's of Hanover</u></b>											
The Pounder Olde Tyme Pretzels			X								
The Pounder Mini Pretzels			X								
The Pounder Snaps Pretzels			X								
The Pounder Thins Pretzels			X								
The Pounder Sticks Pretzels			X								
The Pounder Sourdough Specials			X								X
The Pounder Sourdough Dark Specials			X								X
Reduced Fat The Pounder Yellow Corn Tortilla Chips											
Reduced Fat The Pounder White Corn Tortilla Chips											
Reduced Fat The Pounder Restaurant Style Tortilla Chips											
Reduced Fat The Pounder Whole Grain Tortilla Chips											
Reduced Fat The Pounder Dippin' Strips Tortilla Strips											
Reduced Fat Twist of Lime Tortilla Chips											
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>											
Original											
Sea Salt & Vinegar											
Sea Salt & Cracked Pepper						X					
Sweet & Spicy Jalapeño				X		X					
Sweet Mesquite Barbeque						X					
Sour Cream & Green Onion				X				X			
40% Reduced Fat Original											
40% Less Fat Sea Salt & Vinegar											
40% Less Fat Sweet Mesquite Barbeque						X					
40% Less Fat Aged Cheddar & Sour Cream	X		X					X			X
40% Less Fat Sea Salt & Cracked Pepper						X					
Waffle Cut Sea Salt											
Waffle Cut Farm Stand Ranch				X			X		X		X
Waffle Cut Seasoned Pepper				X							
Chef's Recipe Feta & Rosemary				X						X	
Chef's Recipe Roasted Garlic & Red Pepper		X									
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>											
Whole Grain Tortilla Chips Sea Salt											
Whole Grain Cheese Curls White Cheddar Cheese					X						X
Corn & Rice Puffs White Cheddar Cheese											
Potato Crisps Salt & Vinegar											
<b><u>Padrinos Tortilla Chips</u></b>											
Restaurant Style											
No Salt											
Reduced Fat											

	Buttermilk	Buttermilk Solids	Buttermilk Powder	Whey	Dairy Whey	Whey Protein Concentrate	Cream	Dried Cream Extract	Sour Cream (cultured cream, nonfat dry milk)
<b><u>Snyder's of Hanover</u></b>									
The Pounder Olde Tyme Pretzels									
The Pounder Mini Pretzels									
The Pounder Snaps Pretzels									
The Pounder Thins Pretzels									
The Pounder Sticks Pretzels									
The Pounder Sourdough Specials									
The Pounder Sourdough Dark Specials									
Reduced Fat The Pounder Yellow Corn Tortilla Chips									
Reduced Fat The Pounder White Corn Tortilla Chips									
Reduced Fat The Pounder Restaurant Style Tortilla Chips									
Reduced Fat The Pounder Whole Grain Tortilla Chips									
Reduced Fat The Pounder Dippin' Strips Tortilla Strips									
Reduced Fat Twist of Lime Tortilla Chips									
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>									
Original									
Sea Salt & Vinegar									
Sea Salt & Cracked Pepper		X			X				
Sweet & Spicy Jalapeño									
Sweet Mesquite Barbeque									
Sour Cream & Green Onion					X			X	
40% Reduced Fat Original									
40% Less Fat Sea Salt & Vinegar									
40% Less Fat Sweet Mesquite Barbeque									
40% Less Fat Aged Cheddar & Sour Cream	X				X	X			X
40% Less Fat Sea Salt & Cracked Pepper		X			X				
Waffle Cut Sea Salt									
Waffle Cut Farm Stand Ranch	X				X				
Waffle Cut Seasoned Pepper									
Chef's Recipe Feta & Rosemary	X				X	X	X		
Chef's Recipe Roasted Garlic & Red Pepper									
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>									
Whole Grain Tortilla Chips Sea Salt									
Whole Grain Cheese Curls White Cheddar Cheese			X	X					
Corn & Rice Puffs White Cheddar Cheese	X			X					
Potato Crisps Salt & Vinegar									
<b><u>Padrinos Tortilla Chips</u></b>									
Restaurant Style									
No Salt									
Reduced Fat									

	<u>Sour Cream (cream, nonfat milk, cultures)</u>	<u>Sour Cream Powder (cultured cream, nonfat milk)</u>	<u>Sour Cream Powder (sour cream [cream cultures, lactic acid], cultured nonfat milk solids, citric acid)</u>	<u>Cheese (cheddar, monterey jack and swiss [cultured milk, salt, enzymes])</u>	<u>Cheddar Cheese (cultured milk, salt, enzymes)</u>	<u>Feta Cheese (cow milk, cheese cultures, salt)</u>	<u>Spice</u>	<u>Spice and Herb</u>	<u>Spice and Herb (black pepper, chili powder, red chili pepper, white pepper)</u>
<b><u>Snyder's of Hanover</u></b>									
The Pounder Olde Tyme Pretzels									
The Pounder Mini Pretzels									
The Pounder Snaps Pretzels									
The Pounder Thins Pretzels									
The Pounder Sticks Pretzels									
The Pounder Sourdough Specials									
The Pounder Sourdough Dark Specials									
Reduced Fat The Pounder Yellow Corn Tortilla Chips									
Reduced Fat The Pounder White Corn Tortilla Chips									
Reduced Fat The Pounder Restaurant Style Tortilla Chips									
Reduced Fat The Pounder Whole Grain Tortilla Chips									
Reduced Fat The Pounder Dippin' Strips Tortilla Strips									
Reduced Fat Twist of Lime Tortilla Chips		X					X		
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>									
Original									
Sea Salt & Vinegar									
Sea Salt & Cracked Pepper							X		
Sweet & Spicy Jalapeño							X		
Sweet Mesquite Barbeque							X		
Sour Cream & Green Onion			X						
40% Reduced Fat Original									
40% Less Fat Sea Salt & Vinegar									
40% Less Fat Sweet Mesquite Barbeque							X		
40% Less Fat Aged Cheddar & Sour Cream				X					
40% Less Fat Sea Salt & Cracked Pepper							X		
Waffle Cut Sea Salt									
Waffle Cut Farm Stand Ranch	X						X		
Waffle Cut Seasoned Pepper									X
Chef's Recipe Feta & Rosemary					X	X		X	
Chef's Recipe Roasted Garlic & Red Pepper									
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>									
Whole Grain Tortilla Chips Sea Salt									
Whole Grain Cheese Curls White Cheddar Cheese					X				
Corn & Rice Puffs White Cheddar Cheese					X				
Potato Crisps Salt & Vinegar									
<b><u>Padrinos Tortilla Chips</u></b>									
Restaurant Style									
No Salt									
Reduced Fat									

	<u>Spices and Coloring (paprika, turmeric)</u>	<u>Dehydrated Bell Pepper</u>	<u>Brown Flax Seeds</u>	<u>Dehydrated Carrot</u>	<u>Chia Seeds</u>	<u>Garlic Powder</u>	<u>Green Bell Pepper Powder</u>	<u>Gum Acacia</u>	<u>Jalapeno Pepper Powder</u>	<u>Trace of Lime</u>
<b><u>Snyder's of Hanover</u></b>										
The Pounder Olde Tyme Pretzels										
The Pounder Mini Pretzels										
The Pounder Snaps Pretzels										
The Pounder Thins Pretzels										
The Pounder Sticks Pretzels										
The Pounder Sourdough Specials										
The Pounder Sourdough Dark Specials										
Reduced Fat The Pounder Yellow Corn Tortilla Chips										
Reduced Fat The Pounder White Corn Tortilla Chips										
Reduced Fat The Pounder Restaurant Style Tortilla Chips										
Reduced Fat The Pounder Whole Grain Tortilla Chips										
Reduced Fat The Pounder Dippin' Strips Tortilla Strips										
Reduced Fat Twist of Lime Tortilla Chips								X		
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>										
Original										
Sea Salt & Vinegar										
Sea Salt & Cracked Pepper						X				
Sweet & Spicy Jalapeño						X	X		X	
Sweet Mesquite Barbeque						X				
Sour Cream & Green Onion										
40% Reduced Fat Original										
40% Less Fat Sea Salt & Vinegar										
40% Less Fat Sweet Mesquite Barbeque						X				
40% Less Fat Aged Cheddar & Sour Cream						X				
40% Less Fat Sea Salt & Cracked Pepper						X				
Waffle Cut Sea Salt										
Waffle Cut Farm Stand Ranch		X		X		X				
Waffle Cut Seasoned Pepper	X					X		X		
Chef's Recipe Feta & Rosemary						X		X		
Chef's Recipe Roasted Garlic & Red Pepper						X				
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>										
Whole Grain Tortilla Chips Sea Salt			X		X					
Whole Grain Cheese Curls White Cheddar Cheese										
Corn & Rice Puffs White Cheddar Cheese										
Potato Crisps Salt & Vinegar										
<b><u>Padrinos Tortilla Chips</u></b>										
Restaurant Style										X
No Salt										X
Reduced Fat										X



	<u>Onion Powder</u>	<u>Paprika</u>	<u>Parsley</u>	<u>Dehydrated Parsley</u>	<u>Quinoa Flakes</u>	<u>Rosemary</u>	<u>Dried Red Pepper</u>	<u>Sesame Seeds</u>	<u>Dehydrated Tomato</u>	<u>Tomato Powder</u>
<b><u>Snyder's of Hanover</u></b>										
The Pounder Olde Tyme Pretzels										
The Pounder Mini Pretzels										
The Pounder Snaps Pretzels										
The Pounder Thins Pretzels										
The Pounder Sticks Pretzels										
The Pounder Sourdough Specials										
The Pounder Sourdough Dark Specials										
Reduced Fat The Pounder Yellow Corn Tortilla Chips										
Reduced Fat The Pounder White Corn Tortilla Chips										
Reduced Fat The Pounder Restaurant Style Tortilla Chips										
Reduced Fat The Pounder Whole Grain Tortilla Chips										
Reduced Fat The Pounder Dippin' Strips Tortilla Strips										
Reduced Fat Twist of Lime Tortilla Chips										
<b><u>Cape Cod Kettle Cooked Potato Chips</u></b>										
Original										
Sea Salt & Vinegar										
Sea Salt & Cracked Pepper	X									
Sweet & Spicy Jalapeño	X									
Sweet Mesquite Barbeque	X	X								X
Sour Cream & Green Onion	X		X							
40% Reduced Fat Original										
40% Less Fat Sea Salt & Vinegar										
40% Less Fat Sweet Mesquite Barbeque	X	X								X
40% Less Fat Aged Cheddar & Sour Cream	X									
40% Less Fat Sea Salt & Cracked Pepper	X									
Waffle Cut Sea Salt										
Waffle Cut Farm Stand Ranch	X			X					X	
Waffle Cut Seasoned Pepper	X					X				
Chef's Recipe Feta & Rosemary	X					X				
Chef's Recipe Roasted Garlic & Red Pepper							X			
<b><u>EatSmart Naturals / All Natural Popped Snacks</u></b>										
Whole Grain Tortilla Chips Sea Salt					X			X		
Whole Grain Cheese Curls White Cheddar Cheese										
Corn & Rice Puffs White Cheddar Cheese										
Potato Crisps Salt & Vinegar										
<b><u>Padrinos Tortilla Chips</u></b>										
Restaurant Style										
No Salt										
Reduced Fat										

**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.) **NOTICE: Attorneys MUST Indicate All Re-filed Cases Below.**

**I. (a) PLAINTIFFS**

Todd Barron, Adele Ferrera, Matthew McDonough, and David Korn, individually, and on behalf of all others similarly situated, **+**

(b) County of Residence of First Listed Plaintiff Broward County, Florida  
(EXCEPT IN U.S. PLAINTIFF CASES)

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

The Law Offices of Howard W. Rubinstein, P.A., 1615 Forum Place, Suite 4C, West Palm Beach, FL 33401; (800) 436-6437

**DEFENDANTS**

Snyder's-Lance, Inc., a North Carolina Corporation

County of Residence of First Listed Defendant Mecklenburg County, N.C.  
(IN U.S. PLAINTIFF CASES ONLY)

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

Attorneys (If Known)

K&L Gates, LLP, 4 Embarcadero Center, Suite 1200, San Francisco CA 94111; (415) 882-8200

(d) Check County Where Action Arose: ☐ MIAMI-DADE ☐ MONROE ☒ BROWARD ☐ PALM BEACH ☐ MARTIN ☐ ST. LUCIE ☐ INDIAN RIVER ☐ OKEECHOBEE ☐ HIGHLANDS

**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)

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

- |  |  |                            |                                       |
|--|--|----------------------------|---------------------------------------|
| PTF  | DEF  | PTF                        | DEF                                   |
| <input checked="" type="checkbox"/> 1 Citizen of This State        | <input type="checkbox"/> 1 Incorporated or Principal Place of Business In This State     | <input type="checkbox"/> 4 | <input type="checkbox"/> 4            |
| <input checked="" type="checkbox"/> 2 Citizen of Another State     | <input type="checkbox"/> 2 Incorporated and Principal Place of Business In Another State | <input type="checkbox"/> 5 | <input checked="" type="checkbox"/> 5 |
| <input type="checkbox"/> 3 Citizen or Subject of a Foreign Country | <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 (Excl. 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	<b>PERSONAL INJURY</b> <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 - Med. Malpractice	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157	<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
<b>REAL PROPERTY</b> <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	<b>CIVIL RIGHTS</b> <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	<b>LABOR</b> <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Mgmt. 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 Empl. Ret. Inc. Security Act	<b>PROPERTY RIGHTS</b> <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark	
	<b>PERSONAL INJURY</b> <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	<b>IMMIGRATION</b> <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions	<b>SOCIAL SECURITY</b> <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))	
	<b>PRISONER PETITIONS</b> <b>Habeas Corpus:</b> <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence <b>Other:</b> <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty <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		<b>FEDERAL TAX SUITS</b> <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	

**V. ORIGIN**

- (Place an "X" in One Box Only)
- ☒ 1 Original Proceeding ☐ 2 Removed from State Court ☐ 3 Re-filed (See VI below) ☐ 4 Reinstated or Reopened ☐ 5 Transferred from another district (specify) ☐ 6 Multidistrict Litigation ☐ 7 Appeal to District Judge from Magistrate Judgment ☐ 8 Remanded from Appellate Court

**VI. RELATED/**

**RE-FILED CASE(S)**

(See instructions):

a) Re-filed Case ☐ YES ☐ NO

b) Related Cases ☐ YES ☐ NO

JUDGE

DOCKET NUMBER

**VII. CAUSE OF ACTION**

Cite the U.S. Civil Statute under which you are filing and Write a Brief Statement of Cause (Do not cite jurisdictional statutes unless diversity):

28 USC § 1332(d)(2). Consumer protection case for deceptive, unfair, and misleading advertising of food products.

LENGTH OF TRIAL via 5 days estimated (for both sides to try entire case)

**VIII. REQUESTED IN COMPLAINT:**

☒ CHECK IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23

DEMAND \$  
5,000,000.00

CHECK YES only if demanded in complaint:

JURY DEMAND: ☒ Yes ☐ No

ABOVE INFORMATION IS TRUE & CORRECT TO THE BEST OF MY KNOWLEDGE

DATE November 13, 2013 SIGNATURE OF ATTORNEY OF RECORD

*Handwritten Signature*

FOR OFFICE USE ONLY

RECEIPT # \_\_\_\_\_ AMOUNT \_\_\_\_\_ IFP \_\_\_\_\_ JUDGE \_\_\_\_\_ MAG JUDGE \_\_\_\_\_

## Southern District of Florida

Todd Barron, Adele Ferrera, Matthew McDonough,  
and David Korn, individually, and on behalf of all  
others similarly situated,

Plaintiff(s)

**V.**

Snyder's-Lance, Inc., a North Carolina corporation,

Defendant(s)

Civil Action No. 0:13-cv-62496

## SUMMONS IN A CIVIL ACTION

To: *(Defendant's name and address)* Snyder's-Lance, Inc.  
Zachary A. Smith, III (Registered Agent)  
13024 Ballantyne Corporate Place, Suite 900  
Charlotte, NC 28277  
(mailing address PO Box 32368, Charlotte, NC 28232)

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ. P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney, whose name and address are: Howard W. Rubinstein

Howard W. Rubinstein  
THE LAW OFFICES OF  
HOWARD W. RUBINSTEIN, P.A.  
1615 Forum Place, Suite 4C  
West Palm Beach, FL 33401

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

CLERK OF COURT

Date: \_\_\_\_\_

Signature of Clerk or Deputy Clerk