

**IN THE UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF FLORIDA
WEST PALM BEACH DIVISION**

Civil Case No.:

KIARA CRUZ, as an individual and on behalf :
of all others similarly situated, :

Plaintiff, :

CLASS REPRESENTATION

vs. :

WALMART STORE, INC. a foreign :
company, :

Defendant. :

CLASS ACTION COMPLAINT

Plaintiff, KIARA CRUZ (“Plaintiff”), individually, and on behalf of all others similarly situated, by and through the undersigned counsel, and pursuant to the Federal Rules of Civil Procedure, hereby files this Class Action Complaint, and alleges against Defendant, WALMART STORE, INC. (“Kraft” or “Defendant”), as follows:

I. INTRODUCTION

1. At all material times hereto, Defendant has unlawfully, fraudulently, unfairly, misleadingly, and deceptively represented that its Great Value® 100% Grated Parmesan Cheese (hereinafter the “Product”) as being comprised of 100% percent real cheese.

2. Indeed, Defendant’s Product contains Powered Cellulose a food additive and/or anticaking agent intended under the Food and Drug Administration (FDA) to be used as an emulsifier, film former, protective colloid, stabilizer, suspending agent, or thickener in food, in accordance with good manufacturing practice. The additive also may be used as a binder in

dietary supplements, in accordance with good manufacturing practice.¹

3. Cellulose, used as a food additive and/or anticaking agent is comprised mostly from plant fiber. The most common source for manufacturers is *ground up wood* (emphasis added) from which the cellulose is extracted.²

4. Despite Defendant's use of cellulose within the Product, Defendant continues to market, label, advertise and sell the Product with the words "100% Grated Parmesan Cheese" featured on the Product's principal display panel (PDP), the front of the Product's packaging intended to face consumers as they shop.

5. At all material times hereto, Defendant manufactures, markets, advertises, and sells the Product as being "100% Grated Parmesan Cheese."

6. At all material times hereto, all packages of the Product packaging uniformly make the same "100% Grated Parmesan Cheese" claim in the same prominently displayed location on the same location of the Product, the front packaging. The representation that the Product is made of "100% Grated Parmesan Cheese" as communicated to Plaintiff and other members of the Class is central to the marketing and sale of the Product.

7. Defendant's representation that the Product is made of "100% Grated Parmesan Cheese" is false, misleading, and likely to deceive reasonable consumers because the Product

¹ 21 C.F.R. § 172.870

² Aubrey, Allison, From McDonald's to Organic Valley, You're Probably Eating Wood Pulp, (July 10, 2014 11:30am) <http://www.npr.org/sections/thesalt/2014/07/10/329767647/from-mcdonalds-to-organic-valley-youre-probably-eating-wood-pulp>.

³ 21 C.F.R. §133.146. *See also* "Parmesan cheese, reggiano cheese, is the food prepared from milk and other ingredients specified in this section, by the procedure set forth in paragraph 2 Aubrey, Allison, From McDonald's to Organic Valley, You're Probably Eating Wood Pulp, (July 10, 2014 11:30am) <http://www.npr.org/sections/thesalt/2014/07/10/329767647/from-mcdonalds-to-organic-valley-youre-probably-eating-wood-pulp>.

contains unnatural, synthetic, artificial, and/or genetically modified ingredients.

8. As a result, Plaintiff brings this class action to secure, among other things, damages and equitable relief, declaratory relief, restitution, and in the alternative to damages, relief for unjust enrichment, for a Class of similarly situated Florida purchasers, against Defendant, for: (1) false, deceptive, unfair, and unlawful business practices in violation of Florida's Deceptive and Unfair Trade Practices Act ("FDUTPA"), FLA. STAT. §§ 501.201, *et seq.*; (2) Negligent Misrepresentation; (3) Breach of Express Warranty; (4) Violation of Magnusson-Moss Warranty Act, 15 U.S.C. §§ 2301 *et seq.*; (5) Unjust Enrichment (alleged in the alternative to Plaintiff's other causes of action); and (6) Negligence.

9. Plaintiff is seeking damages individually and on behalf of the Class. In addition, Plaintiff is seeking an Order requiring Defendant to cease from representing that the Product is made of "100% Grated Parmesan Cheese" on the packaging.

10. Plaintiff expressly does not seek to contest or enforce any state law that has requirements beyond those required by Federal laws or regulations.

11. All allegations herein are based on information and belief and are likely to have evidentiary support after a reasonable opportunity for discovery.

II. JURISDICTION AND VENUE

12. This Court has jurisdiction over the subject matter presented by this Class Action Complaint because it is a class action arising under the Class Action Fairness Act of 2005 ("CAFA"), Pub. L. No. 109-2, 119 Stat. 4 (2005), which explicitly provides for the original jurisdiction of the Federal Courts of any class action in which any member of the plaintiff class is a citizen of a state different from any Defendant, and in which the matter in controversy exceeds in the aggregate the sum of \$5,000,000.00, exclusive of interest and costs.

13. Pursuant to 28 U.S.C. § 1332(d)(2)(A), Plaintiff alleges that the total claims of the individual members of the Plaintiff Class in this action are in excess of \$5,000,000.00, in the aggregate, exclusive of interest and costs, and as set forth below, diversity of citizenship exists under CAFA because, as more fully set forth below, Plaintiff is a citizen of Florida, and Defendant can be considered a citizen of Arkansas for diversity purposes.

14. Venue in this judicial district is proper pursuant to 28 U.S.C. §1391(a) because, as set forth below, Defendant conducts business in, and may be found in, this district, and Plaintiff purchased the subject Product of this action in this judicial district.

III. PARTIES

15. Plaintiff, KIARA CRUZ, is an individual more than 18 years old, and is a citizen of Florida, who resides in Palm Beach County.

16. Defendant, WALMART STORES, INC. promoted and marketed the Product at issue in this jurisdiction and in this Judicial District. Defendant is an Arkansas Company, with its principal place of business located at 702 SW 8th Street, Bentonville, AR 72716.

17. The Product's advertising relied upon by Plaintiff was prepared and/or approved by Defendant and its agents, and was disseminated by Defendant and its agents through advertising containing the misrepresentations alleged herein.

18. The advertising for the Product was designed to encourage consumers to purchase the Product and reasonably misled the reasonable consumer, *i.e.* Plaintiff and the Class into purchasing the Product.

19. Defendant is the owner, manufacturer, and distributor of the Product, and is the company that created and/or authorized the unlawful, fraudulent, unfair, misleading, and/or deceptive advertising for the Product.

20. Plaintiff alleges that, at all times relevant herein, Defendant and its subsidiaries, affiliates, and other related entities, as well as their respective employees, were the agents, servants and employees of Defendant, and at all times relevant herein, each were acting within the purpose and scope of that agency and employment.

21. Plaintiff further alleges on information and belief that at all times relevant herein, the distributors and retailers who delivered and sold the Product, as well as their respective employees, also were Defendant's agents, servants and employees, and at all times herein, each was acting within the purpose and scope of that agency and employment.

22. In addition, Plaintiff alleges that, in committing the wrongful acts alleged herein, Defendant, in concert with its subsidiaries, affiliates, and/or other related entities and their respective employees, planned, participated in, and furthered a common scheme to induce members of the public to purchase the Product by means of untrue, misleading, deceptive, and/or fraudulent representations, and that Defendant participated in the making of such representations in that it disseminated those misrepresentations and/or caused them to be disseminated.

23. Whenever reference in this Complaint is made to any act by Defendant or its subsidiaries, affiliates, distributors, retailers, and other related entities, such allegation shall be deemed to mean that the principals, officers, directors, employees, agents, and/or representatives of Defendant committed, knew of, performed, authorized, ratified and/or directed that act or transaction on behalf of Defendant while actively engaged in the scope of their duties.

IV. FACTUAL ALLEGATIONS

24. "Grated cheeses is the class of foods prepared by grinding, grating, shredding, or

otherwise comminuting cheese of one variety or a mixture of two or more varieties. The cheese varieties that may be used are those for which there are definitions and standards of identity, except that cream cheese, neufchatel cheese, cottage cheese, creamed cottage cheese, cook cheese, and skim milk cheese for manufacturing may not be used. All cheese ingredients used are either made from pasteurized milk or held at a temperature of not less than 35 °F for at least 60 days. Moisture may be removed from the cheese ingredients in the manufacture of the finished food, but no moisture is added. One or more of the optional ingredients specified in paragraph (c) of this section may be used.”³

25. FDA regulation permits each cheese ingredient used at a minimum level of 2 percent of the weight of the finished food as the industry standard. This percentage is permitted for optional ingredients such as, anticaking agents.⁴

26. Cellulose used as a food additive and/or anticaking agent in food products is comprised mostly from plant fiber, which is derived from wood pulp. Manufacturers grind up the wood and extract the cellulose.⁵

27. The FDA, however does not freely allow the use of the words “100% Grated

³ 21 C.F.R. §133.146. *See also* “Parmesan cheese, reggiano cheese, is the food prepared from milk and other ingredients specified in this section, by the procedure set forth in paragraph (b) of this section, or by another procedure which produces a finished cheese having the same physical and chemical properties as the cheese produced when the procedure set forth in paragraph (b) of this section is used. It is characterized by a granular texture and a hard and brittle rind. It grates readily. It contains not more than 32 percent of moisture, and its solids contain not less than 32 percent of milkfat, as determined by the methods prescribed in § 133.5(a), (b), and (d). It is cured for not less than 10 months.” 21 C.F.R. §133. 165.

⁴ *Id.*

⁵ Aubrey, Allison, From McDonald’s to Organic Valley, You’re Probably Eating Wood Pulp, (July 10, 2014 11:30am) <http://www.npr.org/sections/thesalt/2014/07/10/329767647/from-mcdonalds-to-organic-valley-youre-probably-eating-wood-pulp>.

Parmesan Cheese.”

28. The FDA in the past has issued temporary permits to allow companies

“to market test a product designated as “100% Grated Parmesan Cheese” that deviates from the U.S. standards of identity for parmesan cheese and grated cheeses. The purpose of the temporary permit is to allow the applicant to measure consumer acceptance of the product, identify mass production problems, and assess commercial feasibility, in support of a petition to amend the standard of identity for parmesan cheese.”⁶

29. Defendant never received any temporary permit from the FDA to market test Defendant’s Product designated as “100% Grated Parmesan Cheese.”

30. Defendant manufactures, distributes, markets, advertises, and sells the Product, claiming the Product is “100% Grated Parmesan Cheese,” when in fact, the Product contains Cellulose; thus the Product is not “100% Grated Parmesan Cheese.”

31. As a result, Defendant’s “100% Grated Parmesan Cheese” claim, which is uniformly, consistently and prominently displayed on the front of each individual packaging of the Product, is untrue, misleading, and likely to deceive reasonable consumers, such as Plaintiff and members of the Class.

32. Defendant unlawfully markets, advertises, sells, and distributes the Product to Florida purchasers in Defendant’s food chains as being “100% Grated Parmesan Cheese.”

33. At all material times hereto, Defendant sells the Product at a premium price, above other similar products in the marketplace that do not claim to be “100% Grated

⁶ DEP’T OF HEALTH AND HUMAN SERVICES, 64 F.R. 16743-01, GRATED PARMESAN CHEESE DEVIATING FROM IDENTITY STANDARD; TEMPORARY PERMIT FOR MARKET TESTING, FOOD AND DRUG ADMINISTRATION (1999). *See also* DEP’T HEALTH AND HUMAN SERVICES, 65 F.R. 83040-01, GRATED PARMESAN CHEESE DEVIATING FROM IDENTITY STANDARD; TEMPORARY PERMIT FOR MARKET TESTING; EXTENSION OF TEMPORARY PERMIT, FOOD AND DRUG ADMINISTRATION (2000).

Parmesan Cheese.”

34. Plaintiff and members of the Class were charged a price premium for the Product over and above other products that do not claim to be “100% Grated Parmesan Cheese.”

A. Defendant’s False and Misleading Advertising is Likely to Deceive Reasonable Consumers

35. As can be seen in the images below, Defendant makes only one marketing representation on the label: The Product is “100% Grated Parmesan Cheese.” Consumers including Plaintiff, reasonably rely on the label and believe Defendant’s statement that the Product consists of “100% Parmesan Cheese” means no substitutes or fillers are present in the container. Because the Product does in fact contain fillers and substitutes, the “100% Parmesan Cheese” claim is false and misleading to consumers, including Plaintiff.



36. Defendant’s false and misleading representations and omissions are likely to deceive Plaintiff and other reasonable consumers.

37. Reasonable consumers rely on food label representations and information in making purchase decisions.

38. Defendant's statements that the Product is "100% Grated Parmesan Cheese" is material to a reasonable consumer's purchase decision because reasonable consumers, such as Plaintiff and members of the Class, care whether food products contain additives and/or anticaking agents in violation of federal regulation.

39. Reasonable consumers attach importance to "100% Grated Parmesan Cheese" claims when making a purchasing decision.

40. Defendant markets and advertises the Product as "100% Grated Parmesan Cheese" in order to increase sales derived from the Product. Defendant is well-aware that claims of food being "100% Grated Parmesan Cheese" is material to reasonable consumers.

41. Plaintiff and the other Class members reasonably relied to their detriment on Defendant's misleading representations and omissions.

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

43. Upon information and belief, Defendant made the deceptive representations and omissions regarding the Product with the intent to induce Plaintiff's and the other Class members' purchase of the Product.

44. Defendant's representations and omissions are material because a reasonable person attaches importance to such "100% Grated Parmesan Cheese" statements, and would reasonably be induced to act upon such information in making purchase decisions.

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

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

46. Upon information and belief, in making the false, misleading, and deceptive representations and omissions, Defendant knew and intended that consumers would pay a price premium for the Product over comparable products that are not labeled to be "100% Grated Parmesan Cheese" furthering Defendant's private interest of increasing sales for the Product, and decreasing the sales of products by Defendant's competitors that do not claim to be "100% Parmesan Cheese."

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

- 1) paid a sum of money for the Product that was not as represented;
- 2) paid a premium price for the Product that was not as represented;
- 3) were deprived the benefit of the bargain because the Product they purchased was different than what Defendant warranted;
- 4) were deprived the benefit of the bargain because the Product they purchased had less value than what was represented by Defendant;
- 5) did not receive a Product that measured up to their expectations as created by Defendant;
- 6) ingested substances that were other than what was represented by Defendant;
- 7) ingested substances that Plaintiff and the other members of the Class did not expect or consent to;
- 8) ingested substances that violated federal regulations;
- 9) ingested substances that were of a lower quality than what Defendant promised;

10) were denied the benefit of knowing what they ingested;

11) were denied the benefit of truthful food labels;

12) were denied the benefit of supporting an industry that sells natural foods and contributes to environmental sustainability; and

13) were denied the benefit of the beneficial properties of the foods promised.

48. Had Defendant not made the false, misleading, and deceptive representations and omissions, Plaintiff and the other Class members would not have been economically injured because Plaintiff and the other Class members would not have purchased the Product.

49. Accordingly, Plaintiff and the other Class members have suffered injury in fact and lost money or property as a result of Defendant's wrongful conduct.

50. Plaintiff and the other Class members did not obtain the full value of the advertised Product due to Defendant's misrepresentations and omissions.

51. Plaintiff and the other Class members purchased, purchased more of, or paid more for the Product than they would have done had they known the truth about the Product.

B. Plaintiff's Reliance and Damages

52. Plaintiff has purchased one or more of the Product in Palm Beach County, Florida, during the Class Period, including, but not limited to a purchase for personal use, in February 2016 from Defendant's Store located approximately at 9990 Belvedere Road, West Palm Beach, Florida 33411.

53. The Product purchased by Plaintiff claimed to be made of "100% Grated Parmesan Cheese" on the front packaging, which Plaintiff perceived, read, and relied on in making Plaintiff's purchase.

54. However, the Product contains cellulose, thus the Product is not "100% Grated

Parmesan Cheese.”

55. Plaintiff interpreted the “100% Grated Parmesan Cheese” claim to mean that the Product did not contain the additive and/or anticaking agent cellulose.

56. Plaintiff discovered that the same is not comprised of “100% Grated Parmesan Cheese” because of the Powered Cellulose.

57. Plaintiff and members of the Class paid a price premium for the Product because the Product claimed to be “100% Grated Parmesan Cheese.”

58. Plaintiff and members of the Class would not have purchased the Product had they known that the Product contained ingredients that are not “100% Grated Parmesan Cheese.”

59. Likewise, if Plaintiff and members of the Class had known that the Product contained Powered Cellulose, Plaintiff and members of the Class would not have purchased the Product.

60. Accordingly, Plaintiff and members of the Class have suffered economic damages as a result of purchasing a Product that claimed to be “100% Grated Parmesan Cheese” because the Product Powered Cellulose.

61. The Product is valueless, worth less than what Plaintiff and members of the Class paid for, and/or is not what Plaintiff and members of the Class reasonably intended to receive. Plaintiff and the Class seek damages equal to the aggregate purchase price paid for the Product during the Class Period, as well as injunctive relief described below.

V. CLASS ACTION ALLEGATIONS

62. Plaintiff re-alleges and incorporates by reference the allegations set forth in each of the preceding paragraphs of this Class Action Complaint as if fully set forth herein.

63. Pursuant to Rule 23, *Federal Rules of Civil Procedure*, Plaintiff brings this class action and seeks certification of the claims and certain issues in this action on behalf of a Class defined as:

All persons who have purchased for personal use one or more of the Products, from February 2016 through and to the date Notice is provided to the Class.

64. Plaintiff respectfully reserves the right to amend the Class definition if further investigation and discovery indicates that the Class definition should be narrowed, expanded, or otherwise modified. Excluded from the Class are governmental entities, Defendant, any entity in which Defendant has a controlling interest, and Defendant's officers, directors, affiliates, legal representatives, employees, co-conspirators, successors, subsidiaries, and assigns. Also excluded from the Class is any judge, justice, or judicial officer presiding over this matter and the members of their immediate families and judicial staff.

65. Defendant's practices and omissions were applied uniformly to all members of the Class, including any subclass, so that the questions of law and fact are common to all members of the Class and any subclass. All members of the Class and any subclass were and are similarly affected by the deceptive advertising for the Product, and the relief sought herein is for the benefit of Plaintiff and members of the Class and any subclass.

66. Based on the annual sales of the Product and the popularity of the Product, it is readily apparent that the number of consumers in both the Class and any subclass is so large as to make joinder impractical, if not impossible.

67. Questions of law and fact common to the Plaintiff Class and any subclass exist that predominate over questions affecting only individual members, including, *inter alia*:

- a. Whether Defendant's business practices violated FDUTPA, FLA. STAT. §§ 501.201, *et seq.*;
- b. Whether the Product is "100% Grated Parmesan Cheese;"
- c. Whether the Product contains Powered Cellulose;
- d. Whether the claim "100% Parmesan Cheese" on the Product's packaging is material to a reasonable consumer;
- e. Whether the claim "100% Parmesan Cheese" on the Product's packaging and advertising is likely to deceive a reasonable consumer;
- f. Whether the claim "100% Grated Parmesan Cheese" on the Product's packaging and advertising is misleading to a reasonable consumer;
- g. Whether a reasonable consumer is likely to be deceived by a claim that the Product claimed to be "100% Grated Parmesan Cheese" when the product contains cellulose;
- h. Whether Defendant was unjustly enriched by the sale of the Product; and
- i. Whether Defendant's conduct as set forth above injured consumers and if so, the extent of the injury.

68. The claims asserted by Plaintiff in this action are typical of the claims of the members of the Plaintiff Class and any subclass, as the claims arise from the same course of conduct by Defendant, and the relief sought within the Class and any subclass is common to the members of each.

69. Plaintiff will fairly and adequately represent and protect the interests of the members of the Plaintiff Class and any subclass.

70. Plaintiff has retained counsel competent and experienced in both consumer

protection and class action litigation.

71. Certification of this class action is appropriate under Rule 23, *Federal Rules of Civil Procedure*, because the questions of law or fact common to the respective members of the Class and any subclass predominate over questions of law or fact affecting only individual members. This predominance makes class litigation superior to any other method available for a fair and efficient decree of the claims.

72. Absent a class action, it would be highly unlikely that the representative Plaintiff or any other members of the Class or any subclass would be able to protect their own interests because the cost of litigation through individual lawsuits might exceed expected recovery.

73. Certification also is appropriate because Defendant acted, or refused to act, on grounds generally applicable to both the Class and any subclass, thereby making appropriate the relief sought on behalf of the Class and any subclass as respective wholes.

74. Further, given the large number of consumers of the Product, allowing individual actions to proceed in lieu of a class action would run the risk of yielding inconsistent and conflicting adjudications.

75. A class action is a fair and appropriate method for the adjudication of the controversy, in that it will permit a large number of claims to be resolved in a single forum simultaneously, efficiently, and without the unnecessary hardship that would result from the prosecution of numerous individual actions and the duplication of discovery, effort, expense and burden on the courts that individual actions would engender.

76. The benefits of proceeding as a class action, including providing a method for obtaining redress for claims that would not be practical to pursue individually, outweigh any difficulties that might be argued with regard to the management of this class action.

**VI. FIRST CAUSE OF ACTION:
FOR VIOLATIONS OF FLORIDA’S DECEPTIVE AND UNFAIR TRADE PRACTICES
ACT, FLA. STAT. §§ 501.201, *ET SEQ.***

77. Plaintiff re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs numbered one (1) through seventy-six (76) of this Complaint as if fully set forth herein verbatim.

78. This cause of action is brought pursuant to the Florida Deceptive and Unfair Trade Practices Act, Sections 501.201 to 501.213, *Florida Statutes*.

79. The express purpose of FDUTPA is to “protect the consuming public...from those who engage in unfair methods of competition, or unconscionable, deceptive, or unfair acts or practices in the conduct of any trade or commerce.” FLA. STAT. § 501.202(2).

80. Section 501.204(1), *Florida Statutes*, declares as unlawful “unfair methods of competition, unconscionable acts or practices, and unfair or deceptive acts or practices in the conduct of any trade or commerce.”

81. The sale of the Product at issue in this cause was a “consumer transaction” within the scope of FDUTPA.

82. Plaintiff is a “consumer” as defined by Section 501.203, *Florida Statutes*.

83. Defendant’s Product is a good within the meaning of FDUTPA and Defendant is engaged in trade or commerce within the meaning of FDUTPA.

84. Defendant’s unfair and deceptive practices are likely to mislead – and have misled – reasonable consumers, such as Plaintiff and members of the Class, and therefore, violate Section 500.04, *Florida Statutes*.

85. Defendant has violated FDUTPA by engaging in the unfair and deceptive practices described above, which offend public policies and are immoral, unethical,

unscrupulous and substantially injurious to consumers.

86. Specifically, Defendant has represented that the Product is “100% Grated Parmesan Cheese” when in fact, the Product contains Powered Cellulose.

87. Plaintiff and Class Members have been aggrieved by Defendant’s unfair and deceptive practices in violation of FDUTPA, in that they purchased and consumed Defendant’s mislabeled Product.

88. Reasonable consumers rely on Defendant to honestly represent the true nature of its ingredients.

89. Defendant has deceived reasonable consumers, like Plaintiff and members of the Class, into believing the Product was something it was not; specifically that the Product is “100% Grated Parmesan Cheese.”

90. The knowledge required to discern the true nature of the Product is beyond that of the reasonable consumer—namely that the Product does or does not contain additives and/or anticaking agents in excess of the regulated industry standard.

91. Plaintiff and the Class suffered damages and are entitled to injunctive relief.

92. Pursuant to sections 501.211(2) and 501.2105, *Florida Statutes*, Plaintiff and members of the Class make claims for damages, attorney’s fees and costs. The damages suffered by the Plaintiff and the Class were directly and proximately caused by the deceptive, misleading and unfair practices of Defendant. Pursuant to Section 501.211(1), *Florida Statutes*, Plaintiff and the Class seek injunctive relief for, *inter alia*, the Court to enjoin Defendant’s above-described wrongful acts and practices, and for restitution and disgorgement. Plaintiff seeks all available remedies, damages, and awards as a result of Defendant’s violations of FDUTPA.

**VII. SECOND CAUSE OF ACTION:
NEGLIGENT MISREPRESENTATION**

93. Plaintiff re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs numbered one (1) through seventy-six (76) of this Complaint as if fully set forth herein verbatim.

94. Defendant has negligently represented that the Product is “100% Grated Parmesan Cheese.”

95. Defendant has represented that the Product is “100% Grated Parmesan Cheese” when in fact, the Product contains Powered Cellulose.

96. Defendant has misrepresented a material fact to the public, including Plaintiff and Class Members, about the Product.

97. The Product is marketed directly to consumers by Defendant, comes in sealed packages, and does not change from the time the Product leaves Defendant’s possession until the same arrives in stores to be sold to consumers.

98. Defendant knows the misstatements on the Product’s packaging are material to the reasonable consumer and Defendant intends for consumers to rely upon the misstatements when choosing to purchase the Product.

99. Defendant has omitted the fact that the Product contains cellulose, despite claiming that the Product is “100% Grated Parmesan Cheese.”

100. Defendant knew or should have known that these misstatements or omissions would materially affect Plaintiff’s and Class members’ decisions to purchase the Product.

101. Plaintiff and other reasonable consumers, including the Class members, reasonably relied on Defendant’s representations set forth herein, and, in reliance thereon, purchased the Product.

102. The reliance by Plaintiff and Class members was reasonable and justified in that Defendant appeared to be, and represented itself to be, a reputable business, and it distributed the Products through reputable companies.

103. Plaintiff and Class members would not have been willing to pay for Defendant's Product if they knew that the Product contained unnatural, synthetic, artificial, and/or genetically modified ingredients.

104. As a direct and proximate result of Defendant's misrepresentations, Plaintiff and members of the Class were induced to purchase Defendant's Product, and have suffered damages to be determined at trial, in that, among other things, they have been deprived of the benefit of their bargain because they bought a Product that was not what it was represented to be, and Plaintiff and members of the Class have spent money on the Product, which, because of the presence of the above-described additives and/or anticaking agents in it, the Product had less value than was reflected in the premium purchase price they paid for the Product.

105. Plaintiff seeks all available remedies, damages, and awards as a result of Defendant's negligent misrepresentations.

**VIII. THIRD CAUSE OF ACTION:
BREACH OF EXPRESS WARRANTY**

106. Plaintiff re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs numbered one (1) through seventy-six (76) of this Complaint as if fully set forth herein verbatim.

107. Defendant has represented that the Product is "100% Grated Parmesan Cheese" when in fact, the Product contains cellulose.

108. The Product is marketed directly to consumers by Defendant, comes in sealed packages, and does not change from the time the same leaves Defendant's possession until the

Product arrives in stores to be sold to consumers.

109. Plaintiff is informed and believes, and thereon alleges, that Defendant made an express warranty, including that the Product is “100% Grated Parmesan Cheese.”

110. Defendant breached its express warranty by claiming that the Product is “100% Grated Parmesan Cheese” because the Product contains cellulose.

111. As a proximate result of the failure of the Product to perform as expressly warranted by Defendant, Plaintiff and members of the Class have suffered actual damages in an amount to be determined at trial, in that they were induced to purchase a product they would not have purchased had they known the true facts about it, and have spent money on a Product that was not what it was represented to be and that lacks the value Defendant represented the Product to have.

112. Plaintiff seeks all available remedies, damages, and awards as a result of Defendant’s breach of express warranty.

**IX. FOURTH CAUSE OF ACTION:
VIOLATION OF THE MAGNUSON-MOSS WARRANTY ACT
(15 U.S.C. §§ 2301 *et seq.*)**

113. Plaintiff re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs numbered one (1) through seventy-six (76) of this Complaint as if fully set forth herein verbatim.

114. Defendant has breached express warranties regarding the Product, as described in the third cause of action above.

115. Defendant has expressly represented that the Product is “100% Grated Parmesan Cheese” when in fact, the Product contains cellulose.

116. Plaintiff and the Class are consumers as defined in 15 U.S.C. § 2301(3).

117. Defendant is a supplier and warrantor as defined in 15 U.S.C. § 2301(4)(5).

118. The Product is a consumer product as defined in 15 U.S.C. § 2301(6).

119. By reason of Defendant's breach of express warranty, Defendant has violated the statutory rights due to Plaintiff and members of the Class pursuant to the Magnuson-Moss Warranty Act, 15 U.S.C. §§ 2301 *et seq.*, thereby causing damages to Plaintiff and the Class.

120. Therefore, Plaintiff and the Class seek all available remedies, damages, and awards under the Magnuson-Moss Warranty Act.

**X. FIFTH CAUSE OF ACTION:
UNJUST ENRICHMENT**

121. Plaintiff re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs numbered one (1) through seventy-six (76) of this Complaint as if fully set forth herein verbatim.

122. In its marketing and advertising, Defendant has made false and misleading statements and/or omissions regarding the Product, as described herein.

123. Defendant has represented that the Product is "100% Grated Parmesan Cheese" when in fact, the Product contains cellulose.

124. The Product is marketed directly to consumers by Defendant, comes in sealed packages, and does not change from the time the same leaves Defendant's possession until the Product arrives in stores to be sold to consumers.

125. Plaintiff and Class Members conferred a benefit on Defendant by purchasing the Product. Defendant accepted and retained the benefit in the amount of the purchase price and/or profits it earned from sales of the Product to Plaintiff and other Class members.

126. Defendant profited from its unlawful, unfair, misleading, and deceptive practices and advertising at the expense of Plaintiff and Class members, under circumstances in which it

would be unjust for Defendant to be permitted to retain said benefit.

127. Plaintiff has standing to pursue this claim as Plaintiff has suffered injury in fact and has lost money or property as a result of Defendant's actions, as set forth herein. Defendant is aware that the claims and/or omissions that it makes about the Product is false, misleading, and likely to deceive reasonable consumers, such as Plaintiff and members of the Class.

128. Plaintiff and Class members do not have an adequate remedy at law against Defendant (in the alternative to the other causes of action alleged herein).

129. Accordingly, the Product is valueless such that Plaintiff and Class members are entitled to restitution in an amount not less than the purchase price of the Product paid by Plaintiff and Class members during the Class Period.

130. Plaintiff and Class members are entitled to restitution of the excess amount paid for the Product, over and above what they would have paid if the Product had been adequately advertised, and Plaintiff and Class members are entitled to disgorgement of the profits Defendant derived from the sale of the Product.

**XI. SIXTH CAUSE OF ACTION:
NEGLIGENCE**

131. Plaintiff re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs numbered one (1) through seventy-six (76) of this Complaint as if fully set forth herein verbatim.

132. That at all times material hereto, the Defendant, manufactured, promoted, advertised, and sold the above-described Product and placed it into the stream of commerce for profit.

133. That at all times material hereto, the Defendant, had a duty to use reasonable care in the manufacturing, promotion, advertisement, and sale of the above-described Product so as

to market without deception and misrepresentation.

134. That the Defendant breached its duty of reasonable care and negligently manufactured, promoted, advertised, and sold the above-described Product.

135. Accordingly, the Product is valueless such that Plaintiff and Class members are entitled to restitution in an amount not less than the purchase price of the Product paid by Plaintiff and Class members during the Class Period.

XI. PRAYER FOR RELIEF

WHEREFORE, Plaintiff, individually, and on behalf of all others similarly situated, prays for relief pursuant to each cause of action set forth in this Complaint as follows:

1. For an order certifying that the action may be maintained as a class action, certifying Plaintiff as representative of the Class, and designating Plaintiff's attorneys Class counsel;
2. For an award of equitable relief for all causes of action as follows:
 - (a) Enjoining Defendant from continuing to engage, use, or employ any unfair and/or deceptive business acts or practices related to the design, testing, manufacture, assembly, development, marketing, advertising, or sale of the Product for the purpose of selling the Product in such manner as set forth in detail above, or from making any claims found to violate FDUTPA or the other causes of action as set forth above;
 - (b) Requiring Defendant to make full restitution of all monies wrongfully obtained as a result of the conduct described in this Complaint;
 - (c) Restoring all monies that may have been acquired by Defendant as a result of such unfair and/or deceptive act or practices; and

- (d) Requiring Defendant to disgorge all ill-gotten gains flowing from the conduct described herein.
3. For actual damages in an amount to be determined at trial for all causes of action;
 4. For an award of attorney's fees and costs;
 5. For any other relief the Court might deem just, appropriate, or proper; and
 6. For an award of pre- and post-judgment interest on any amounts awarded.

XII. DEMAND FOR JURY TRIAL

Plaintiff respectfully demands a jury trial on all issues so triable.

Dated: March 11, 2016

Respectfully Submitted By,

/s/ Alexander J. Korolinsky
Alexander J. Korolinsky, Esq.
Florida Bar No. 11932
THE LAW OFFICES OF
HOWARD W. RUBINSTEIN, P.A.
700 Lavaca Suite 1400
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3rd Floor
Miami, FL 33131
Four Embarcadero Center
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Attorney for Plaintiff KIARA CRUZ
And the Proposed Class

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 Kiara Cruz**DEFENDANTS** Wal-Mart Stores, Inc.

(b) County of Residence of First Listed Plaintiff **Palm Beach County, FL**
(EXCEPT IN U.S. PLAINTIFF CASES)

County of Residence of First Listed Defendant **Benton Count, AR**
(IN U.S. PLAINTIFF CASES ONLY)

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

Alexander J. Korolinsky, The Law Offices of Howard W.
Rubinstein, 700 Lavaca Suite 1400 Austin, Texas 78701 Tel:
(888) 637-3399

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

Attorneys (If Known)

(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
- ☐ 3 Federal Question
(U.S. Government Not a Party)
- ☐ 2 U.S. Government Defendant
- ☒ 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 | <input type="checkbox"/> 1 | Incorporated or Principal Place of Business In This State | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 |
| <input type="checkbox"/> 2 | <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 | <input type="checkbox"/> 3 | Foreign Nation | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |
- Citizen of This State
- Citizen of Another State
- Citizen or Subject of a Foreign Country

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 checked="" type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	PERSONAL INJURY <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Med. Malpractice	<input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 367 Health Care/Pharmaceutical Personal Injury Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability PERSONAL PROPERTY <input type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other LABOR <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/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 IMMIGRATION <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 PROPERTY RIGHTS <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark SOCIAL SECURITY <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g)) FEDERAL TAX SUITS <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutionality of State Statutes
REAL PROPERTY <input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Torts to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	CIVIL RIGHTS <input type="checkbox"/> 440 Other Civil Rights <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 448 Education	PRISONER PETITIONS Habeas Corpus: <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence Other: <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			

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 ☒ NOb) 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):

15 U.S.C. §§ 2301 Unfair business practices and false advertising

LENGTH OF TRIAL via 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 \$

CHECK YES only if demanded in complaint:

JURY DEMAND:

☒ Yes ☐ No

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

DATE

March 11, 2016

SIGNATURE OF ATTORNEY OF RECORD

/s/ Alexander J. Korolinsky

FOR OFFICE USE ONLY

RECEIPT #

AMOUNT

IFP

JUDGE

MAG JUDGE

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44**Authority For Civil Cover Sheet**

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading 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. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

I. (a) Plaintiffs-Defendants. Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.

(b) County of Residence. For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)

(c) Attorneys. Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".

II. Jurisdiction. The basis of jurisdiction is set forth under Rule 8(a), F.R.C.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.

United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here.

United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.

Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.

Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; federal question actions take precedence over diversity cases.)

III. Residence (citizenship) of Principal Parties. This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.

IV. Nature of Suit. Place an "X" in the appropriate box. If the nature of suit cannot be determined, be sure the cause of action, in Section VI below, is sufficient to enable the deputy clerk or the statistical clerks in the Administrative Office to determine the nature of suit. If the cause fits more than one nature of suit, select the most definitive.

V. Origin. Place an "X" in one of the seven boxes.

Original Proceedings. (1) Cases which originate in the United States district courts.

Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441. When the petition for removal is granted, check this box.

Refiled (3) Attach copy of Order for Dismissal of Previous case. Also complete VI.

Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.

Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.

Multidistrict Litigation. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407. When this box is checked, do not check (5) above.

Appeal to District Judge from Magistrate Judgment. (7) Check this box for an appeal from a magistrate judge's decision.

Remanded from Appellate Court. (8) Check this box if remanded from Appellate Court.

VI. Related/Refiled Cases. This section of the JS 44 is used to reference related pending cases or re-filed cases. Insert the docket numbers and the corresponding judges name for such cases.

VII. Cause of Action. Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite jurisdictional statutes unless diversity.**

Example: U.S. Civil Statute: 47 USC 553

Brief Description: Unauthorized reception of cable service

VIII. Requested in Complaint. Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P.

Demand. In this space enter the dollar amount (in thousands of dollars) being demanded or indicate other demand such as a preliminary injunction.

Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.

Date and Attorney Signature. Date and sign the civil cover sheet.