

Kellogg's Customer Files \$5 Million Lawsuit Alleging Pop-Tarts don't have Enough Strawberries

"A class action lawsuit, filed by Illinois resident Anita Harris in August, alleges the brand's marketing is "misleading because they give people the impression the fruit filling contains a greater relative and absolute amount of strawberries than it does." The lawsuit also focuses on the health," reports Alexis Benveniste in CNN Business.

"The lawsuit seeks at least \$5 million. Harris also alleges the product's name, Frosted Strawberry Toaster Pastries is false, misleading, and deceptive because the Pop-Tart filling contains a "relatively significant amount of non-strawberry fruit ingredients including pears and apples. The plaintiff said she wanted more than a strawberry taste."

Read the article.