

# The J.M. Smucker Company Beats False Advertising Class Action

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Winston’s advertising litigation team defended The J.M. Smucker Company in a putative false advertising class action filed in the Central District of California concerning the Nutrish brand, alleging false and misleading marketing tactics. The plaintiff alleged that Nutrish Zero Grain products are not “wholesome” and “safe” because of the products’ lack of taurine fortification, an essential amino acid that may help dogs avoid canine dilated cardiomyopathy. Winston successfully moved to dismiss the case.

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