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Food & Consumer Packaged Goods Litigation

Court Grants Class Certification in Kraft Foods Cheese Case

Morales et al v. Kraft Foods Group, Inc. et al., No. 2:14-CV-04387 (C.D. Cal.): The Court granted class certification in this putative class action alleging claims under California's UCL, FAL, and CLRA for false and misleading advertising of cheese labeled "all natural" despite containing artificial ingredients such as food coloring. The Court concluded that the materiality of the "natural" representation and reliance on it by a reasonable consumer could be tried class-wide, rejecting Kraft's arguments on ascertainability and lack of predominance. The Court narrowed the proposed class to people who purchased the product. [Order](#).

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