

POOJA NAIR QUOTED IN THE RECORDER ON LITIGATION SURROUNDING FRUIT-FLAVORED SELTZER

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The Recorder (ALM)

Pooja S. Nair, Chair of ECJ's Food, Beverage and Hospitality Department, was quoted in *The Recorder* in a September 29 article titled, "Vanilla 2.0: Litigation Battleground Emerging Over Fruit-Flavored Seltzer," discussing litigation over the labeling of fruit-flavored seltzer and sparkling water.

Litigation focused on the labeling of food products is growing. In many of these cases, flavored seltzer and sparkling water manufacturers are being accused of false labeling and misleading customers with their seemingly healthy products. Hard seltzer brands are also facing similar backlash over using artificial flavoring instead of using real fruit. According to Pooja, the way sparkling water is advertised creates issues because it "has that veneer as a healthy beverage, something that's pure and natural and good for you."

Access the full article here (*subscription required*).

PROFESSIONALS

Pooja S. Nair

PRACTICE AREAS

Food, Beverage and Hospitality