

Food Advertising, Labeling, and Litigation Conference: *For the Food and Dietary Supplement Industries*

Virtual

09.28.2021 | 3:20 PM

3:20–4:30 PM

Class Action Developments in Flavors, Geographic Origin Claims, and More

Matthew G. Ball, Partner, K&L Gates LLP

Maia C. Kats, Of Counsel, Kaplan Fox & Kilsheimer LLP and Chair, Food Advertising, Labeling, and Litigation Conference

Kirstin Mazzeo, Chief Counsel – Litigation, Campbell Soup Company

Abby Meyer, Associate, Sheppard, Mullin, Richter & Hampton, LLP

John Packman, Of Counsel, DLA Piper LLP (US)

Class action litigation remains pervasive in the food space, while dietary supplement manufacturers are facing increased scrutiny – and filings – by consumers and the Plaintiff’s bar. This comprehensive discussion will cover pending litigation and recent cases challenging product labels and marketing claims involving flavors, geographic origins, product benefits, “health halos,” serving sizes, and more.

4:40–5:30 PM

Consumer Surveys and Economic Analysis in Support of Litigation: How Much Weight Do They Carry in Court?

Sarah Butler, Managing Director, NERA Economic Consulting

Michael R. Reese, Founding Partner, Reese LLP

Christopher Van Gundy, Partner, Sheppard, Mullin, Richter & Hampton, LLP

Moderated by **Anthony J. Anscombe**, Partner, Steptoe & Johnson LLP

Consumer surveys and economic analyses can be critical in the class certification stage of a lawsuit. Panelists will discuss how to gather and compellingly present survey and economic data, how such reports have appeared to impact recent court decisions, and share what role this type of information should play in future cases.

- Click [here](#) to register and [here](#) for more information.

Attorneys

Abby Meyer

Christopher Van Gundy

Practice Areas

Advertising

Industries

Food and Beverage