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Parties Ask Court to Approve Settlement of Kashi “All Natural” Class Action

Bates v. Kashi Co., No. 3:11cv01967 (S.D. Cal.): Parties moved for preliminary approval of a settlement in a putative class action regarding the labeling of certain Kashi products as "All Natural" and "Nothing Artificial." The proposed settlement would require Kashi to remove the "All Natural" and "Nothing Artificial" terms from products containing specific alleged "synthetic" ingredients, and to establish a \$5M class settlement fund to be distributed to California consumers who have written proof of purchase, at \$.50 per package, with a maximum recovery of \$25 per person. \$1.25M of the settlement funds would go to plaintiff's attorneys' fees. [Order](#).

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