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Court Gives Initial OK to Kashi “All Natural” Settlement

Astiana v. Kashi Co., No. 3:11-cv-01967 (S.D. Cal.): Pending a final fairness hearing, a federal court in California granted preliminary approval to a class settlement of claims that Kashi misled consumers by falsely labeling several of its products that contained synthetic ingredients as "All Natural" or "Nothing Artificial." Under the settlement, Kashi agrees to establish a \$5 million settlement fund and to remove the phrases "All Natural" and "Nothing Artificial" from products containing specific ingredients, at least until a regulatory body concludes those ingredients can be labeled "natural." California consumers may seek reimbursements from the settlement fund of \$.50 per package for every Kashi product purchased from August 24, 2007, to May 1, 2014. The recovery of class members with proof of purchase is not limited. Class members without proof of purchase can submit claims as well, but their recoveries are limited to \$25 per household. Class counsel will receive up to \$1.25 million from the settlement fund. [Order](#).

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