



Reinhart Attorney Uses "Corngate" to Illustrate Truth-in-Advertising Law

Reinhart Attorney Jeunesse Rutledge for the *Wisconsin Law Journal's* Corporate Counsel edition discussed how literally true ads can still constitute false advertising using the recent legal skirmish between MillerCoors and Anheuser-Busch - also known as "Corngate" - to illustrate her point.

"[Beer-ware of What You Say: Can My Literally True Ad Still be False Advertising?](#)" outlines in detail how, despite the fact that MillerCoors does use corn syrup in its brewing process, Anheuser-Busch's claim that Miller beer products contain corn syrup is false advertising. Rutledge used the Lanham Act's prohibition against literally true statements that give off a materially false or misleading impression.

"MillerCoors alleged that Anheuser-Busch misled consumers because it failed to disclose: (1) there is no corn syrup in the finished Miller Lite or Coors Light product; (2) corn syrup and HFCS are different; and (3) Anheuser-Busch uses corn syrup and HFCS in a variety of its products," Rutledge wrote.

Jeunesse Rutledge is an attorney in Reinhart's [Litigation Practice](#). Her work primarily focuses on advertising, marketing and labeling advising and dispute resolution.

POSTED:

Aug 20, 2019

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