

Donnelly McDowell Quoted on "No Preservatives" Lawsuits

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Partner and Advertising and Marketing practice chair [Donnelly McDowell](#) was quoted by *Law.com* in their article "Surge of 'No Preservatives' Lawsuits Ups Pressure on Food Companies to Parse Their Labels." The article covers a recent uptick in class action lawsuits against food companies over their labelling of certain products as containing 'no artificial preservatives.'

"McDowell said most companies probably will not want to stop making the kinds of claims targeted in the lawsuits altogether, because many consumers respond well to them. He said that companies should do a "deep dive" into what ingredients they use and for what purpose in order to be prepared to defend themselves."

Read the full article [here](#). Subscription required.