

Chobani ad that likens Yoplait yogurt to bug spray banned by federal judge

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A federal judge has barred Chobani from continuing an ad campaign that likens Yoplait yogurt to bug spray, a response to General Mills' suit against Chobani for false advertising.

Chobani also has been prohibited from continuing a separate but similar ad campaign against Dannon, another major U.S. yogurt brand. Both preliminary injunctions against Chobani were issued by David Hurd, a judge for the U.S. District Court of Northern New York.

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Chobani, in a statement, said that while it was "disappointed" with the court's decision, the company will continue "to provide consumers with more information about natural ingredients versus artificial ingredients."

Chobani, . . . launched ads earlier in January. . . claiming that Yoplait Greek 100 contains a pesticide to "kill bugs." General Mills contends that Chobani falsely claimed Yoplait Greek 100 was "toxic" because it contained a preservative called potassium sorbate.

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While potassium sorbate can be used as a "minimum risk" ingredient in pesticides — along with cloves, cinnamon and garlic — the preservative is generally recognized as safe for human consumption by U.S. food regulators.

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Dannon, the U.S. arm of French yogurt giant Danone, also said it was pleased with the ruling. Chobani's ads criticized Dannon's Light & Fit yogurt because it contained sucralose, an artificial sweetener processed with "added chlorine." Sucralose is a commonly used artificial sweetener, particularly in diet sodas, that has been extensively reviewed by food regulators.

Read full, original post: [Judge bars Chobani ads critical of ingredients in Yoplait, Dannon yogurts](#)