

# Supreme Court Takes Coke, POM Wonderful Label Fight

WASHINGTON (AP) — The Supreme Court is getting involved in a juicy labeling dispute between POM Wonderful and the Coca-Cola Co. over a pomegranate- and blueberry-flavored drink made up almost entirely of apple and grape juices.

POM Wonderful sued Coke over the label on a drink marketed under Coke's Minute Maid unit. Coke says Pomegranate Blueberry Flavored Blend of 5 Juices is a "100% juice product." But POM says 99 percent of the juice is either apple or grape and that the label is misleading.

The high court case involves the interplay of two federal laws involving trademarks and the regulation of nutrition information on product labels. Coke won in the San Francisco-based federal appeals court. The justices will review that ruling.

The case is POM Wonderful v. the Coca-Cola Co., 12-761.

**Source URL (retrieved on 01/31/2015 - 4:24am):**

<http://www.foodmanufacturing.com/news/2014/01/supreme-court-takes-coke-pom-wonderful-label-fight>