

Frito-Lay Faces Class Action Lawsuits Over Its Dill Pickle Flavored Potato Chips



San Francisco, California May 21, 2023 ([Issuewire.com](https://www.issuewire.com)) - Richard H. Davis, a California resident and consumer watchdog, has announced his intention to file a class action lawsuit against Frito-Lay Inc. The lawsuit alleges that Frito-Lay deceptively labeled its Dill Pickle Flavored potato chips, leading consumers to believe that the chips contained pickle ingredients when, in fact, no pickle ingredients were listed on the label.

The lawsuit, seeking class action status, is being filed on behalf of lead plaintiff Richard H. Davis, who takes issue with the company's use of pictures depicting two pickle spears on the front of the chip bag. Davis claims that the prominent display of pickle spears implies to consumers that the chips are made with pickle ingredients. However, upon further inspection of the ingredients list, no pickle ingredients were found.

The ingredients listed for Lay's Dill Pickle Flavored potato chips include Potatoes, Vegetable Oil (Sunflower, Corn, and/or Canola Oil), Dill Pickle Seasoning (Maltodextrin [Made From Corn], Natural Flavors, Salt, Vinegar, Garlic Powder, Yeast Extract, and Spice Extracts [Including Dill]). Despite the inclusion of dill pickle seasoning, Davis alleges that the chips did not taste like dill pickles, leaving consumers disappointed and feeling misled.

Davis explains his experience leading to the pending lawsuit: "I bought two bags of Lay's Dill Pickle Flavored potato chips on Saturday, May 20, 2023. I got so excited the first time I came across these; the bag features an image of two pickle spears right on the front. They've got to be fantastic, right? The disappointment was immediate. As potato chips, they achieve what they should, crisp and nicely salted. But I was left searching for the pickle flavor when it should have been front and center. All I got was a hint of dill, not enough to justify calling these pickle-flavored chips."

The complaint argues that the packaging is legally required to display a Precautionary Label stating "Contains: no 'pickle ingredients'," which the packaging lacks. The plaintiff asserts that Frito-Lay is violating both California and federal laws.

In light of the ongoing legal action, Davis suggests that Frito-Lay could improve its Dill Pickle Flavored potato chips by enhancing the pickle flavor. He points out that if potato chip makers can create flavors such as Salt & Vinegar, there should be no reason why they cannot add more dill to create chips that taste more like an actual dill pickle. Additionally, Davis proposes the inclusion of dehydrated pickle juice, also known as pickle brine, to enhance the pickle flavor.

Frito-Lay Inc. has yet to release an official statement regarding the pending lawsuit.

<https://youtu.be/mtZoBgROWoc>

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