



TACO BELL SUED FOR FALSE ADVERTISING

Taco Bell is speaking out against a recent lawsuit filed against the company for false advertising. According to the lawsuit, lead by lawyer Dee Miles, asserts that the fast food chain refers to the beef as “taco meat filling” behind closed doors, but advertises it as “beef” to consumers. “We’re going to move forward and I believe we’re going to be successful,” Miles said. The lawsuit references other Taco Bell products, as well, stating that the company is only falsely advertising its beef product.

The suit says, “The ‘chicken’ and ‘carne asada steak’ served by Taco Bell is, in fact, chicken or carne asada steak. The ‘seasoned beef,’ however, is not beef.” Yum Brands Inc, Taco Bell’s parent company, does not seem phased by the suit, however. President of Taco Bell, Greg Creed, gave a statement, which stated that, in order to give its beef product a specific texture and taste, the company simmers 100 percent USDA-inspected beef in a “proprietary blend of seasonings and spices.” According to Creed, “The lawyers in this case elected to sue first and ask questions later – and got their ‘facts’ absolutely wrong.”

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