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## UPDATES ON THE GREAT WIENER WAR



Two major players in the hot dog business, Sara Lee and Kraft, have each accused each other of false advertising. Sarah Lee originally filed suit in a Chicago court. Sarah Lee says that Kraft's Oscar Meyer should not promote its hotdogs as "all beef" and the winners of a national taste test. Kraft says that their hotdogs are all beef because they don't contain turkey or poultry. Both companies have begun running more positive commercials. However, neither has backed down from their civil cases. There has been a rise in these type cases. More companies are choosing to sue/countersue competitors who accuse them of neglecting to following recognized advertising standards.  
Read the original article here: [What Marketers Can Learn From the Great Wiener War](#)

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