



Response to your letter

Laura Smith <lsmith@truthinadvertising.org>

Wed, Jun 15, 2016 at 9:59 AM

To: [REDACTED]

Dear Ms. Alvarez-Peters:

I am receipt of your June 1 letter in which you expressly admit that Costco is violating the law with false marketing labels when you state that Costco is "aware that occasionally wine vintage information we provide on our signage can be out of sync with the product on the sales floor." To be clear, such bait-and-switch marketing, whether intentional or not, is not permitted. See [16 CFR 238](#).

It is clear that Costco's company-wide procedure to try to avoid these violations is not adequate, as evidenced by the fact that inaccurate, and thus deceptive, wine signs remain in Costco stores.

If Costco does not have the resources to ensure that wine signage remains accurate and honest so that consumers are not deceived, then instead of simply ignoring the law, Costco needs to either remove all the signs or dedicate the resources to ensure compliance with the law.

Sincerely,

Laura Smith
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