United States District Court Eastern District of New York

2:19-cv-00569

Jasmine Brown individually and on behalf of all others similarly situated

Plaintiff

- against -

Complaint

Walmart Inc.

Defendant

Plaintiff by attorneys alleges upon information and belief, except for allegations pertaining to plaintiff, which are based on personal knowledge:

- 1. Walmart Inc. ("defendant") manufactures, markets, distributes and sells products identified as "graham crackers" (the "Products") under its private label brand, Great Value.
- 2. The Products are available to consumers directly from defendant's more than 5,000 stores across the United States and its territories and from defendant's website.
- 3. The Products are sold in boxes of 408g (14.4 oz) and contain three separately wrapped packs of crackers.
 - 4. The Products are available in no fewer than Honey and Cinnamon varieties.
- 5. The identical front and back labels identify the Products "Graham Crackers" and images of rectangular, brown crackers.
- 6. The "honey" product's front label states "Made with real honey" and contains a jar of honey with a honey dipper, while the "cinnamon" front label states "Made with real cinnamon and contains several rolls of cinnamon stacked upon each other.





- 7. Consumers increasingly seek flours made from whole grain for its numerous health benefits compared to refined white flour, also referred to as unbleached enriched flour.
- 8. Whole grains are grains that contains the endosperm, germ, and bran, "in contrast to refined grains, which retain only the endosperm. As part of a general healthy diet, consumption of whole grains is associated with lower risk of several diseases."
 - 9. Graham flour is a coarse-ground whole wheat flour, made from the whole grain.
- 10. The representations of the Products as "graham crackers" is misleading, false, deceptive and unfair because it creates an erroneous impression that graham flour is the predominant or exclusive flour component, as opposed to white flour.
- 11. This is because the main ingredient in the Products is not graham flour but refined, white flour ("unbleached enriched flour"), indicated on the ingredient list in miniscule font below

the nutrition facts on the side panel.

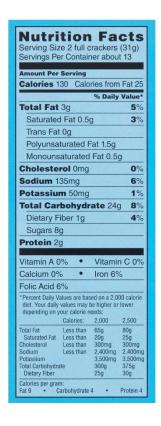
Honey

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), GRAHAM FLOUR (WHOLE GRAIN WHEAT FLOUR), SUGAR, HIGH OLEIC CANOLA AND/OR SOYBEAN OIL, HONEY, LEAVENING (BAKING SODA, CALCIUM PHOSPHATE), SALT, NATURAL FLAVOR, SOY LECITHIN, SODIUM SULFITE.

Cinnamon

INGREDIENTS: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), WHOLE GRAIN WHEAT FLOUR, SUGAR, CANOLA AND/OR SOYBEAN OIL WITH CITRIC ACID AND TBHQ ADDED TO PRESERVE FRESHNESS, CONTAINS 2% OR LESS OF: MOLASSES, HONEY, BAKING SODA AND/OR CALCIUM PHOSPHATE (LEAVENING), SALT, DEXTROSE, CINNAMON, SOY LECITHIN, NATURAL CINNAMON FLAVOR, SODIUM SULFITE.

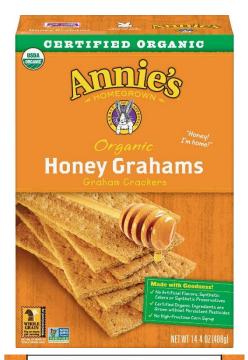
12. The nutrition facts of the honey and cinnamon products are presented below.

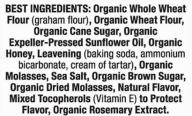




- 13. It is reasonable for consumers expect the Products' composition to conform to their name because the term "graham" modifies "crackers" such that graham flour will be present in an amount greater than any other non-graham flour.
- 14. Consumers expect products to have a common or usual name which describes the food in as simple and direct terms as possible, its basic nature and its characterizing properties or ingredients.
- 15. The name "Graham Crackers" does not reveal the percentage of the food that is graham flour, even though the proportion of this component has a material bearing on price or consumer acceptance and creates an erroneous impression that graham flour is present in an amount greater than is actually the case.
- 16. The Products are not represented as "Crackers" along with "Made with Graham Flour" or "Containing Graham Flour."
- 17. Based on the ingredient lists indicating graham (whole grain) flour is present in an amount less than white (refined grain) flour, the Products are more appropriately identified as a "graham-flavored cracker."
- 18. Dictionaries confirm what reasonable consumers expect when it comes to graham crackers, defining them as "a slightly sweet cracker made of whole wheat flour" and "a semisweet cracker, usually rectangular in shape, made chiefly of whole-wheat flour."
- 19. The Products' name, "graham crackers," is also misleading because the the name is not uniform among all identical or similar products which are designated as "graham crackers," where graham flour is the predominant flour.

¹ https://www.dictionary.com/browse/graham-cracker







INGREDIENTS

Whole Wheat Flour, Sugar, Sunflower Oil, Powdered Sugar, Molasses, Honey, Sunflower Lecithin, Leavening (Sodium Bicarbonate), Salt, Natural Flavor, Eggs, Milk.

- 20. The practice of passing off refined white flour mixed with small amounts of coarser bran (whole wheat) flour is a practice which has existed for over 100 years.²
- 21. While the form of the misleading practice has changed, deceptive representations of the amount of graham flour in products has not.
- 22. The cinnamon products are further misleading because the front label emphasizes they are "made with real cinnamon" even though the ingredient list contains "cinnamon" and "cinnamon flavor."

² J.A. Le Clerc et al., "Graham Flour: A Study of the Physical and Chemical Differences Between Graham Flour and Imitation Graham Flours," USDA Bureau of Chemistry Bulletin (164), Apr. 12, 1913

- 23. This means the cinnamon flavor imparted to the cinnamon products does not derive exclusively from real cinnamon.
- 24. Reasonable consumers expect that where a product attests to its cinnamon bona fides, that element of flavor associated with cinnamon will be derived from real cinnamon, instead of cinnamon flavoring.
 - 25. The Products contain other representations which are misleading and deceptive.
- 26. Excluding tax, the Products cost no less than \$2.99, a premium price compared to other similar products.

Jurisdiction and Venue

- 27. Jurisdiction is proper pursuant to 28 U.S.C. § 1332(d)(2).
- 28. Upon information and belief, the aggregate amount in controversy is more than \$5,000,000.00, exclusive of interests and costs.
- 29. This court has personal jurisdiction over defendant because it conducts and transacts business, contracts to supply and supplies goods within New York.
- 30. Venue is proper because plaintiff and many class members reside in this District and defendant does business in this District and in New York.
- 31. A substantial part of events and omissions giving rise to the claims occurred in this District.

<u>Parties</u>

- 32. Plaintiff is a citizen of Suffolk County, New York.
- 33. Defendant is a Delaware corporation with a principal place of business in Bentonville, Arkansas.
 - 34. In 2016, 2017 and/or 2018, plaintiff purchased one or more Products for personal

consumption, for no less than \$2.99 per product, excluding tax, within this district and/or State.

- 35. Plaintiff paid this premium because prior to purchase, plaintiff saw and relied on the misleading representations.
- 36. Plaintiff would purchase the Products again if there were assurances that the Products' representations were no longer misleading.

Class Allegations

- 37. The classes consist of all consumers in the following states: <u>all</u>, <u>New York</u> who purchased any Products with actionable representations during the statutes of limitation.
 - 38. A class action is superior to other methods for fair and efficient adjudication.
- 39. The class is so numerous that joinder of all members, even if permitted, is impracticable, as there are likely hundreds of thousands of members.
- 40. Common questions of law or fact predominate and include whether the representations were likely to deceive reasonable consumers and if plaintiff(s) and class members are entitled to damages.
- 41. Plaintiff(s) claims and the basis for relief are typical to other members because all were subjected to the same representations.
- 42. Plaintiff(s) is/are an adequate representative because his/her/their interests do not conflict with other members.
- 43. No individual inquiry is necessary since the focus is only on defendant's practices and the class is definable and ascertainable.
- 44. Individual actions would risk inconsistent results, be repetitive and are impractical to justify, as the claims are modest.
 - 45. Plaintiff(s) counsel is competent and experienced in complex class action litigation

and intends to adequately and fairly protect class members' interests.

46. Plaintiff(s) seeks class-wide injunctive relief because the practices continue.

New York General Business Law ("GBL") §§ 349 & 350

- 47. Plaintiff incorporates by references all preceding paragraphs.
- 48. Defendant's representations are false, unfair, deceptive and misleading
- 49. Defendant's acts, practices, advertising, labeling, packaging, representations and omissions are not unique to the parties and have a broader impact on the public.
- 50. Plaintiff desired to purchase products which were as described by defendant and expected by reasonable consumers, given the product type
- 51. The representations and omissions were relied on by plaintiff and class members, who paid more than they would have, causing damages.

Negligent Misrepresentation

- 52. Plaintiff incorporates by references all preceding paragraphs.
- 53. Defendant misrepresented the composition of the Products.
- 54. Defendant had a duty to disclose and/or provide non-deceptive labeling of the Products and knew or should have known same were false or misleading.
- 55. This duty is based, in part, on defendant's representation that the Products are "Graham Crackers" when graham flour, which is more desirable to consumers, is not the predominant flour type.
 - 56. Defendant negligently misrepresented and/or negligently omitted material facts.
- 57. Plaintiff reasonably and justifiably relied on these negligent misrepresentations and omissions, which served to induce and did induce, the purchase of the Products.
 - 58. Plaintiff and class members would not have purchased the Products or paid as much

if the true facts had been known, thereby suffering damages.

Breach of Express Warranty and Implied Warranty of Merchantability

- 59. Plaintiff incorporates by references all preceding paragraphs.
- 60. Defendant manufactures, packages, distributes and sells Products which purport to be derived predominantly from whole grain flour (graham flour) as opposed to refined white flour.
- 61. The Products, by their representations as "graham crackers" warranted to plaintiff and class members that they contained nutrients such as fiber and protein in superior amounts to what they actually possessed, based on if they were primarily from whole grain, graham flour.
- 62. Defendant warranted such attributes to plaintiff and class members, when this was not truthful and was misleading.
- 63. Defendant owed a special duty based on its outsize role as one of the largest grocery sellers in the nation.
- 64. Every week, millions of citizens go to defendant's stores to stock their cupboards and pantries and expect the term "Great Value" to be accompanied by truthfulness.
- 65. The Products did not conform to their affirmations of fact and promises, wholly due to defendant's actions.
- 66. Plaintiff and class members relied on defendant's claims, paying more than they would have.

<u>Fraud</u>

- 67. Plaintiff incorporates by references all preceding paragraphs.
- 68. Defendant's purpose was to mislead consumers who seek products with more nutrients and higher quality ingredients which confer health benefits.

69. Defendant's intent was to secure economic advantage in the marketplace against

competitors.

70. Plaintiff and class members observed and relied on defendant's claims, causing them

to pay more than they would have, entitling them to damages.

Unjust Enrichment

71. Plaintiff incorporates by references all preceding paragraphs.

72. Defendant obtained benefits and monies because the Products were not as

represented and expected, to the detriment and impoverishment of plaintiff and class members,

who seek restitution and disgorgement of inequitably obtained profits.

Jury Demand and Prayer for Relief

Plaintiff demands a jury trial on all issues.

WHEREFORE, plaintiff prays for judgment:

1. Declaring this a proper class action, certifying plaintiff(s) as representative and the

undersigned as counsel for the class;

2. Entering preliminary and permanent injunctive relief by directing defendant to correct such

practices to comply with the law;

3. Awarding monetary damages and interest, including treble and punitive damages, pursuant

to the common law and GBL claims;

4. Awarding costs and expenses, including reasonable fees for plaintiffs' attorneys and

experts; and

5. Such other and further relief as the Court deems just and proper.

Dated: January 29, 2019

Respectfully submitted,

Sheehan & Associates, P.C.

10

/s/Spencer Sheehan

Spencer Sheehan (SS-8533) 505 Northern Blvd., Suite 311 Great Neck, NY 11021 (516) 303-0552 spencer@spencersheehan.com

Levin-Epstein & Associates, P.C. Joshua Levin-Epstein 1 Penn Plaza, Suite 2527 New York, NY 10119 (212) 792-0046

2:19-cv-00569
United States District Court
Eastern District of New York

Jasmine Brown individually and on behalf of all others similarly situated

Plaintiff

- against -

Walmart Inc.

Defendant

Complaint

Sheehan & Associates, P.C. 505 Northern Blvd., #311 Great Neck, NY 11021 Tel: (516) 303-0052

Fax: (516) 234-7800

Pursuant to 22 NYCRR 130-1.1, the undersigned, an attorney admitted to practice in the courts of New York State, certifies that, upon information, and belief, formed after an inquiry reasonable under the circumstances, the contentions contained in the annexed documents are not frivolous.

Dated: January 29, 2019

/s/ Spencer Sheehan
Spencer Sheehan

JS 44 (Rev. 07/16)

Case 2:19-cv-00569 Document 2-1 Filed 01/29/19 Page 1 of 2 PageID #: 13

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

purpose of initiating the civil de	ocket sheet. (SEE INSTRUC	TIONS ON NEXT PAGE OF	F THIS FC	ORM.)	, 1	
I. (a) PLAINTIFFS Jasmine Brown individually and on behalf of all others similarly site				DEFENDANTS Walmart Inc.		
(b) County of Residence of First Listed Plaintiff Suffolk (EXCEPT IN U.S. PLAINTIFF CASES) (c) Attorneys (Firm Name, Address, and Telephone Number) Sheehan & Associates, P.C., 505 Northern Boulevard, Suite 311, Neck, NY 11021, (516) 303-0552				County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED. Attorneys (If Known)		
II. BASIS OF JURISDI	ICTION (Place an "X" in O	ne Box Only)	III. CI	TIZENSHIP OF P	RINCIPAL PARTIES	(Place an "X" in One Box for Plainti,
☐ 1 U.S. Government ☐ 3 Federal Question Plaintiff (U.S. Government Not a Party)			(For Diversity Cases Only) PT en of This State	F DEF	and One Box for Defendant) PTF DEF incipal Place 1 4 1 4	
☐ 2 U.S. Government Defendant	•			en of Another State	of Business In A	Another State
				en or Subject of a preign Country	3	□ 6 □ 6
IV. NATURE OF SUIT			l E(ODERITUDE/DENIAL TV	DANIZDUDTCV	OTHER STATUTES
□ 110 Insurance □ 120 Marine □ 130 Miller Act □ 140 Negotiable Instrument □ 150 Recovery of Overpayment & Enforcement of Judgment □ 151 Medicare Act □ 152 Recovery of Defaulted Student Loans (Excludes Veterans) □ 153 Recovery of Overpayment of Veteran's Benefits □ 160 Stockholders' Suits □ 190 Other Contract □ 195 Contract Product Liability □ 196 Franchise REAL PROPERTY □ 210 Land Condemnation □ 220 Foreclosure □ 230 Rent Lease & Ejectment □ 240 Torts to Land □ 245 Tort Product Liability □ 290 All Other Real Property	PERSONAL INJURY 310 Airplane 315 Airplane Product Liability 320 Assault, Libel & Slander 330 Federal Employers' Liability 340 Marine 345 Marine Product Liability 350 Motor Vehicle Product Liability 355 Motor Vehicle Product Liability 360 Other Personal Injury 362 Personal Injury Medical Malpractice CIVIL RIGHTS 440 Other Civil Rights 441 Voting 442 Employment 443 Housing/ Accommodations 445 Amer. w/Disabilities - Employment 446 Amer. w/Disabilities - Other 448 Education	PERSONAL INJURY 365 Personal Injury - Product Liability 367 Health Care/ Pharmaceutical Personal Injury Product Liability 368 Asbestos Personal Injury Product Liability PERSONAL PROPER 370 Other Fraud 371 Truth in Lending 380 Other Personal Property Damage Product Liability PRISONER PETITION Habeas Corpus: 463 Alien Detainee 510 Motions to Vacate Sentence 530 General 535 Death Penalty Other: 540 Mandamus & Othe 550 Civil Rights 555 Prison Condition 560 Civil Detainee - Conditions of Confinement	TY	CABOR LABOR 10 Fair Labor Standards Act 20 Labor/Management Relations 40 Railway Labor Act 51 Family and Medical Leave Act 90 Other Labor Litigation 91 Employee Retirement Income Security Act IMMIGRATION 52 Naturalization Application 55 Other Immigration Actions	3422 Appeal 28 USC 158 423 Withdrawal 28 USC 157 425 Withdrawal 28 USC 157 426 Withdrawal 28 USC 157 427 Withdrawal 28 USC 157 428 Withdrawal 28 USC 157 428 Withdrawal 28 USC 167 428 Withdrawal 28 Withdrawal 2	OTHER STATUTES □ 375 False Claims Act □ 376 Qui Tam (31 USC
X 1 Original □ 2 Re	moved from 3 the Court Cite the U.S. Civil Sta 28 USC § 1332	Appellate Court tute under which you ar	Reoj	stated or 5 Transfe Anothe (specify) Do not cite jurisdictional state	r District Litigation Transfer	
vi. CAUSE OF ACTION	Brief description of ca False advertising	use:				
VII. REQUESTED IN COMPLAINT: CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P.		D D	EMAND \$ 5,000,000.00	CHECK YES only JURY DEMAND:	if demanded in complaint:	
VIII. RELATED CASI IF ANY	E(S) (See instructions):	JUDGE			DOCKET NUMBER	
DATE 01/29/2019	signature of attorney of record /s/ Spencer Sheehan					
FOR OFFICE USE ONLY RECEIPT # AM	MOUNT	APPLYING IFP		JUDGE	MAG. JUI	OGE

CERTIFICATION OF ARBITRATION ELIGIBILITY

Local Arbitration Rule 83.10 provides that with certain exceptions, actions seeking money damages only in an amount not in excess of \$150,000, exclusive of interest and costs, are eligible for compulsory arbitration. The amount of damages is presumed to be below the threshold amount unless a certification to the contrary is filed.

I Speno	er Sheehan	counsel for plaintiff do hereby certify that the above captioned civil action is
ineligil	ole for c	, counsel for plaintiff , do hereby certify that the above captioned civil action is compulsory arbitration for the following reason(s):
	X	monetary damages sought are in excess of \$150,000, exclusive of interest and costs,
	X	the complaint seeks injunctive relief,
		the matter is otherwise ineligible for the following reason
		DISCLOSURE STATEMENT - FEDERAL RULES CIVIL PROCEDURE 7.1
		Identify any parent corporation and any publicly held corporation that owns 10% or more or its stocks:
		RELATED CASE STATEMENT (Section VIII on the Front of this Form)
provides because same jud case: (A	that "A c the cases lge and m) involves	es that are arguably related pursuant to Division of Business Rule 50.3.1 in Section VIII on the front of this form. Rule 50.3.1 (a) civil case is "related" to another civil case for purposes of this guideline when, because of the similarity of facts and legal issues or arise from the same transactions or events, a substantial saving of judicial resources is likely to result from assigning both cases to the nagistrate judge." Rule 50.3.1 (b) provides that "A civil case shall not be deemed "related" to another civil case merely because the civil is identical legal issues, or (B) involves the same parties." Rule 50.3.1 (c) further provides that "Presumptively, and subject to the power remine otherwise pursuant to paragraph (d), civil cases shall not be deemed to be "related" unless both cases are still pending before the
		NY-E DIVISION OF BUSINESS RULE 50.1(d)(2)
1.)	Is the county	eivil action being filed in the Eastern District removed from a New York State Court located in Nassau or Suffolk
2.)		answered "no" above: the events or omissions giving rise to the claim or claims, or a substantial part thereof, occur in Nassau or Suffolk '? Yes
	b) Did t District	the events or omissions giving rise to the claim or claims, or a substantial part thereof, occur in the Eastern t? Yes
Suffolk		o question 2 (b) is "No," does the defendant (or a majority of the defendants, if there is more than one) reside in Nassau or or, in an interpleader action, does the claimant (or a majority of the claimants, if there is more than one) reside in Nassau sty?
	(N	Note: A corporation shall be considered a resident of the County in which it has the most significant contacts).
		BAR ADMISSION
I am cu	rrently ac	dmitted in the Eastern District of New York and currently a member in good standing of the bar of this court. Yes No
Are you	ı currentl	ly the subject of any disciplinary action (s) in this or any other state or federal court? Yes (If yes, please explain) No
I certify	the accu	uracy of all information provided above.

Signature: /s/ Spencer Sheehan

UNITED STATES DISTRICT COURT

for the Eastern District of New York

	Eastern Distr	ict of New Tork
Jasmine Brown individually a similarly situated	and on behalf of all others)))))))
Pla	aintiff(s)) Civil Action No. 2:10 ov 00560
Walmart Inc.	V.) Civil Action No. 2:19-ev-00569)
Def	endant(s)	
)
	SUMMONS IN	A CIVIL ACTION
To: (Defendant's name and address)	Walmart Inc. C/O THE CORPORATION TO CORPORATION TRUST CI WILMINGTON DE 19801	
A lawsuit has been filed	d against you.	
the United States or a United States (a)(2) or (3) — you must serve	ates agency, or an officer or emplo on the plaintiff an answer to the att answer or motion must be served or	counting the day you received it) — or 60 days if you are yee of the United States described in Fed. R. Civ. P. 12 ached complaint or a motion under Rule 12 of the Federa in the plaintiff or plaintiff's attorney, whose name and it, P.C. 505 Northern Blvd., #311, Great Neck, NY 11021
If you fail to respond, j You also must file your answer		against you for the relief demanded in the complaint.
		DOUGLAS C. PALMER CLERK OF COURT
Date:		Signature of Clerk or Deputy Clerk