

BLOGS

Class Actions

Class Action Lawsuits Against Subway for Misleading Advertising Are Centralized by Judicial Panel for Multidistrict Litigation

Seven putative class action cases against Subway Sandwich Shops, Inc. for engaging in a false or misleading advertising campaign will be centralized in the Eastern District of Wisconsin, according to a transfer order by the Judicial Panel on Multidistrict Litigation. *In re: Subway Footlong Sandwich Mktg. & Sales Practices Litig.*, 2013 U.S. Dist. LEXIS 81639 (E.D. Wis. June 10, 2013). The plaintiffs allege that Subway's advertising misled them regarding the size of the Subway footlong sandwich. Specifically, they complained that Subway's uniform standards and practices with respect to the manufacturing process and franchisee training result in a sandwich that is materially shorter than the foot that is advertised, in violation of state consumer protection laws.

Related People

Maisa Frank

Partner

Washington, D.C.

202.295.2209

maisa.frank@lathropgpm.com