



The Court of Appeal in Brussels confirms that Alpro is allowed to present its plant-based products as alternatives to 'yoghurt' and 'dairy'.

Ghent, 23 March 2015 – The Court of Appeal in Brussels has confirmed in its judgment of 10 March 2015 that Alpro is allowed to present its soy-based plant-based products as alternatives to yoghurt and other dairy products.

However, according to the Court of Appeal, legislation should be interpreted such that Alpro is not allowed to describe its products as "variation on dairy" or "plant-based variation on yoghurt" but may refer to its products as "plant-based alternative to dairy". Alpro regrets that the Court of Appeal finds that in some of its communication Alpro has given the impression that its products would be yoghurt or would contain yoghurt whereas Alpro, in the first place, wishes to distinguish itself clearly from dairy and continuously emphasizes the benefits of its plant-based products. Contrary to the Court of Appeal, Alpro believes that whenever it presents its products as "(plant-based) variation on yoghurt", it is clear to consumers that it doesn't concern yoghurt. Besides, in first instance, the court had agreed with Alpro and also in the Netherlands the judge found in favor of Alpro.

On the other hand, the Court of Appeal has no problem whatsoever in letting Alpro present its plant-based products as alternatives to dairy products. However, Alpro will adjust its communication to meet the concerns of the Court of Appeal.

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