

Afowl of the Law

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When I was in law school, one of my buddies had saved up a bunch of coupons for Arby's – the deal was 5 roast beef sandwiches for \$5. So one Saturday afternoon we walked down to Arby's to cash them in.

We sat down at a table in the middle of the restaurant and laid out our thirty sandwiches. Together with 6 orders of curly fries, 6 drinks and dozens of cups of ketchup, it looked like a feast that Vikings would throw after a successful battle and pillage. Thankfully we were all wearing pants with elastic waistbands.

None of us were able to finish all five of our roast beef sandwiches, so we had nice lunches for the next day or two. Afterward, we waddled back to his apartment and laid on the floor and groaned while watching college football.

The cornucopia of roast beef more than exceeded our expectations, and we could not have been happier with our meal.

Apparently not all fast food is quite as bountiful.

Just ask Anna Wurtzburger. Last summer, the 64-year-old from Dutchess County, New Jersey, went to KFC after seeing an advertisement promoting their \$20 family-sized chicken bucket. The ad features mouthwatering shots of Colonel Sanders' piping hot fried chicken brimming up over the edges of the bucket it's served in. The ads can prove irresistible, and give credence to Mike Meyer's character's theory in 'So I Married an Axe Murderer' that Colonel Sanders puts an addictive chemical in his chicken that makes you crave it fortnightly.

So Wurtzburger (it just proves how addictive KFC is that someone with 'burger' in their name would buy chicken) went to her local KFC to pick up the \$20 family-sized chicken bucket. Only when she got home and opened the lid, she was dismayed to see that the bucket was only half full. Plus, the chicken pieces were very small and looked like they came from a Cornish game hen.

Wurtzburger felt duped. She claims KFC fools hungry families into thinking they would get more food than what was actually served, and she was especially upset with the advertising of the \$20 chicken bucket.

"They say it feeds the whole family ... They're showing a bucket that's overflowing with chicken," Wurtzburger said to the New York Post. "You get half a bucket! That's false advertising, and it doesn't feed the whole family. They're small pieces!"

In response, KFC explained that their \$20 buckets contain eight pieces of chicken, which is what Wurtzburger received. They claim her lawsuit is "meritless" and expect it to be thrown out of court. Representatives explain that the ads need to show the chicken sticking out of the bucket so it can be seen. Plus, if the chicken overflowed the bucket, they couldn't close the lid.

But because of her dissatisfaction, Wurtzburger was offered \$70 worth of coupons to KFC after complaining. Mere coupons would not satisfy her appetite for vengeance, so she hired a lawyer and sued KFC for false advertising. Seeking her pound of (chicken) flesh, Wurtzburger is asking for \$20 million.

"It's the principle of the matter," Wurtzburger told CBS News. "Sometimes you gotta hit people where they feel the hurt. For me, a corporation like that — would be in the pocketbook."

It'll be interesting to see how this case turns out. I'll be sure to keep you abreast of its status.

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