

THE PEANUT BUTTER WAR!



Australian brand Bega has triumphed over American giant Kraft in the battle of the peanut butter war.

The Federal Court has ruled that Bega is now 'exclusively entitled' to use the yellow lid and the red and blue peanut butter labels that most of us can identify with when choosing either crunchy or smooth peanut butter.

The battle lines were drawn when Kraft accused Bega of engaging in misleading or deceptive conduct over the marketing of its peanut butter. This all stemmed from a series of takeovers that saw Kraft bought by Heinz and its Australian products, including peanut butter, being moved under the Mondelez umbrella which Bega later bought.

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