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Starbucks faces \$5M lawsuit over amount of ice in its iced beverages

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A Starbucks drink is seen on a table in New York's Times Square April 21, 2010. Shares in coffee chain Starbucks, which is due to report results later in the day, fell 0.6 percent. McDonald's encroached further into Starbucks Corp territory this quarter by introducing lower-priced frappes designed to compete with Frappuccinos. REUTERS/Shannon Stapleton (UNITED STATES - Tags; BUSINESS) - RTR2D3CV (Reuters)

Coffee conglomerate Starbucks is being sued for \$5 million over the amount of ice the drink-maker puts in its iced beverages.

According to The Telegraph, Stacy Pincus filed a 29-page complaint in Northern Illinois Federal Court in Chicago last week. Pincus alleges that Starbucks customers are being misled because the company's iced drinks contain just over half the drink they are paying for.

"A Starbucks customer who orders a Venti cold drink receives only 14 fluid ounces of that drink – just over half the advertised amount, and just over half the amount for which they are paying," the complaint reads.

Pincus said in the complaint that a customer who orders a Venti iced coffee will only receive about 14 fluid ounces of iced coffee even though they are expected to receive 24 fluid ounces as Starbucks advertises.

"In essence, Starbucks is advertising the size of its cold drink cups on its menu, rather than the amount of fluid a customer will receive when they purchase a cold drink — and deceiving its customers in the process," the complaint added.

The lawsuit she filed is a class action on behalf of anyone who has ordered an iced-beverage from a Starbucks shop in the last 10 years.

Steven Hart, Pincus' lawyer, told The Telegraph that the damage could be higher than \$5 million if the case is successful.

Starbucks called the lawsuit "absurd."

"Our customers understand and expect that ice is an essential component of an 'iced' beverage," the company said in a statement to TMZ.

Click for more from The Telegraph.



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