

**UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION**

COMMISSIONERS: **Lina M. Khan, Chair**
 Rebecca Kelly Slaughter
 Christine S. Wilson
 Alvaro M. Bedoya

In the Matter of

**INSTANT BRANDS LLC,
a limited liability company.**

DOCKET NO. C-4788

COMPLAINT

The Federal Trade Commission, having reason to believe that Instant Brands LLC, a limited liability company (“Respondent”), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent Instant Brands LLC (“Instant Brands”) is a Delaware limited liability company with its principal office or place of business at 3025 Highland Parkway, Suite 700, Downers Grove, Illinois 60515.
2. Respondent has manufactured, advertised, labeled, offered for sale, sold, and distributed products to consumers, including glass measuring cups, and other glass cooking or baking accessories, under the “Pyrex” brand name.
3. The acts and practices of Respondent alleged in this complaint have been in or affecting commerce, as “commerce” is defined in Section 4 of the Federal Trade Commission Act.

Respondent’s Business Practices

4. Respondent owns numerous well-known kitchen and houseware brands, including Pyrex, Corolle, Corningware, Instant Pot, Snapware, Chicago Cutlery, and Visions, and advertises and sells products under these brand names to consumers nationwide. Although some of these brands previously operated as independent subsidiaries, as of January 2022, they are consolidated as Instant Brands LLC.

5. Instant Brands' Pyrex-branded products include a range of mostly glass baking and cooking accessories. The Instant Brands website (<https://corporate.instantbrands.com/brands/>) describes Pyrex as follows:



pyrex.

Born of innovation, the iconic Pyrex brand evokes some of our fondest family food memories, and has had a place in our hearts and homes for over 100 years. Pyrex glassware—made for both purpose and passion—has been passed down from generation to generation, and for good reason. And our new Pyrex products, designed specifically for the ways we make and share food today, will be loved for years to come.

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6. Instant Brands makes general marketing claims stating or implying all Pyrex glass products are of U.S. origin. For example, the company has touted Pyrex's "made in the USA heritage," and advertised Pyrex products as "Made in USA," "Proudly Made in USA," "American as Apple Pie," and "1 of 10 products surprisingly still made in America."

7. During the COVID-19 pandemic, Instant Brands experienced a spike in demand for certain baking products, including U.S.-origin Pyrex-branded glass mixing cups.¹

8. By early 2021, Instant Brands was unable to meet this demand.

9. Accordingly, between May 2021 and March 2022, Instant Brands shifted production of certain measuring cups from the United States to China.

10. However, Instant Brands continued to market two Stock Keeping Units ("SKUs") of U.S.-origin measuring cup sets corresponding with two Amazon Standard Identification Numbers ("ASINs") on Amazon.com.

11. Specifically, throughout the time Instant Brands imported cups from China, marketing materials on Amazon.com for SKU 1118990/ASIN B00M2J7PCI (three-piece Pyrex measuring

¹ While stay-at-home orders were in effect, consumer interest in baking surged. A January 2021 survey found "nearly one-third of U.S. adults said they [were] baking more often [in 2020 than 2019] and plan[ned] to continue doing so. When asked why, 47% said alleviating boredom during the pandemic, 41% said for a fun experience with children, and 39% said relaxation." See Ellen Byron, "Is Baking's Pandemic Popularity Just a Flash in the Pan," Wall Street Journal (May 25, 2021), available at <https://www.wsj.com/articles/is-bakings-pandemic-popularity-just-a-flash-in-the-pan-11621951200>.

cup set) and SKU 1118989/ASIN B00M2JVTZ2 (four-piece Pyrex measuring cup set) prominently advertised those sets as “Made in USA.”

12. In total, over a course of months and despite receiving dozens of complaints, Instant Brands fulfilled more than 110,000 Amazon.com orders of U.S.-origin measuring cup sets with Chinese-origin products.

13. Additionally, throughout this time, despite importing and selling measuring cups from China, Instant Brands continued to publish and disseminate general advertising materials stating or implying that all Pyrex products were of U.S. origin.

14. At all times relevant to this Complaint, Chinese-origin measuring cups were marked “Made in China” in red text.

Respondent’s Claims

15. Respondent has disseminated or caused to be disseminated advertisements and promotional materials for Pyrex measuring cups containing the following statements and depictions:

A. “Made in the USA”

About this item

- Includes 1-cup, 2-cup, 4-cup and 8-cup versions
- Easy to read measurements in cups, ounces and milliliters.
Features a curved spout for precise pouring and easy-grip handles for comfort
- Durable high-quality tempered glass is dishwasher, freezer, microwave and preheated oven safe
- Nonporous glass won’t absorb food odors, flavors, or stains
- BPA free secure-fit plastic lids are freezer, microwave and top-rack dishwasher safe
- 2-year limited warranty on glass and plastic lids
- Made in the USA

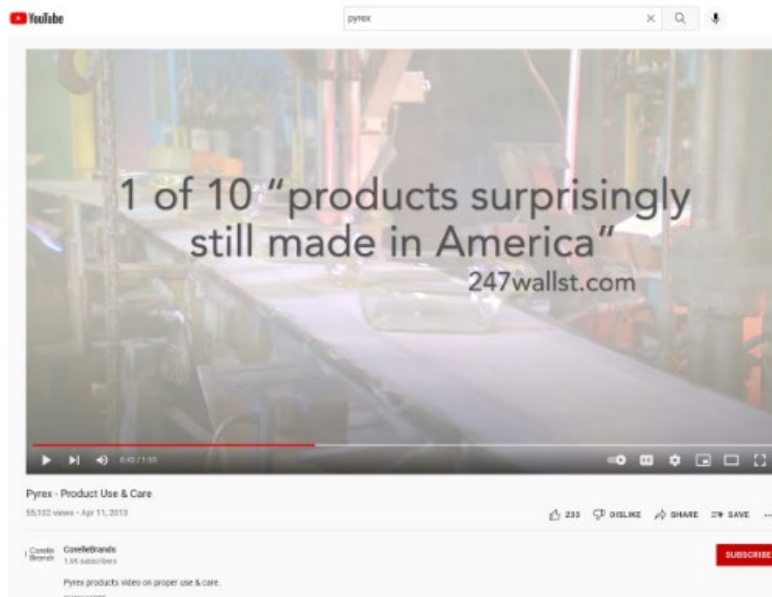
Amazon.com product page for four-piece measuring cup set.

B. “American as apple pie” “proudly made in the USA.”



Graphic appearing on Amazon.com and Pyrex.com.

C. “1 of 10 products surprisingly still made in America”



Video posted on an Instant Brands-controlled YouTube page (internal quotation marks omitted).

D. “Pyrex value[s] our made in the USA heritage and continues to work hard to ensure that our products remain a mainstay in American kitchens for generations to come.”



- i** When expert chefs and kitchen newbies need an extra measure of confidence, they reach for the quality and performance of Pyrex. From iconic glassware to innovative solutions. Ready when you are. Pyrex. **See less**
- i** In 1915, an industrious wife of a Corning Glass Works scientist was frustrated with her unreliable casserole dish and asked him to bring home something she could use in the kitchen. Voilà, the Pyrex baking dish was born!

Loved for generations, experienced cooks and beginners alike have reached for Pyrex® brand glassware products, because they're affordable, durable, and great for all their cooking, serving and storing needs.

For almost 100 years, Pyrex has remained dedicated to designing new favorites that help cooks feel successful and confident in the kitchen. Today, Pyrex brand glassware products can be found in over 80% of American homes. Pyrex value our made in the USA heritage and continues to work hard to ensure that our products remain a mainstay in American kitchens for generations to come.

“About” section of Pyrex Facebook page.

16. At the time the statements described in Paragraph 15 were published or disseminated, certain Pyrex measuring cup sets advertised were wholly manufactured in China.

Count I
False or Misleading Representation

17. In connection with the advertising, promotion, offering for sale, or sale of Pyrex-branded three- and four-cup measuring cups in 2021 and 2022, Respondent has represented, directly or indirectly, expressly or by implication, that such measuring cups were all or virtually all made in the United States.

18. In truth and in fact, in numerous instances during 2021-2022, Respondent's Pyrex-branded three- and four-cup measuring cup sets were wholly imported from China.

19. Therefore, Respondent's representations as set forth in Paragraph 17 are false or misleading.

Violation of Section 5

20. The acts and practices of Respondent as alleged in this complaint constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this 1st day of March, 2023, has issued this Complaint against Respondents.

By the Commission.

April J. Tabor
Secretary

SEAL:

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COMMISSIONERS: **Lina M. Khan, Chair**
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DECISION AND ORDER

DOCKET NO. C-4788

DECISION

The Federal Trade Commission (“Commission”) initiated an investigation of certain acts and practices of the Respondent named in the caption. The Commission’s Bureau of Consumer Protection (“BCP”) prepared and furnished to Respondent a draft Complaint. BCP proposed to present the draft Complaint to the Commission for its consideration. If issued by the Commission, the draft Complaint would charge the Respondent with violations of the Federal Trade Commission Act.

Respondent and BCP thereafter executed an Agreement Containing Consent Order (“Consent Agreement”). The Consent Agreement includes: 1) statements by Respondent that it neither admits nor denies any of the allegations in the Complaint, except as specifically stated in this Decision and Order, and that only for purposes of this action, it admits the facts necessary to establish jurisdiction; and 2) waivers and other provisions as required by the Commission’s Rules.

The Commission considered the matter and determined that it had reason to believe that Respondent has violated the Federal Trade Commission Act, and that a Complaint should issue stating its charges in that respect. The Commission accepted the executed Consent Agreement and placed it on the public record for a period of 30 days for the receipt and consideration of public comments. The Commission duly considered any comments received from interested persons pursuant to Section 2.34 of its Rules, 16 C.F.R. § 2.34. Now, in further conformity with the procedure prescribed in Rule 2.34, the Commission issues its Complaint, makes the following Findings, and issues the following Order:

Findings

1. The Respondent is Instant Brands LLC (“Instant Brands”), a Delaware limited liability company with its principal office or place of business at 3025 Highland Parkway, Suite 700, Downers Grove, Illinois 60515.
2. The Commission has jurisdiction over the subject matter of this proceeding and over the Respondents, and the proceeding is in the public interest.

ORDER

Definitions

For purposes of this Order, the following definitions apply:

- A. **“Clear(ly) and conspicuous(ly)”** means that a required disclosure is difficult to miss (i.e., easily noticeable) and easily understandable by ordinary consumers, including in all of the following ways:
 1. In any communication that is solely visual or solely audible, the disclosure must be made through the same means through which the communication is presented. In any communication made through both visual and audible means, such as a television advertisement, the disclosure must be presented simultaneously in both the visual and audible portions of the communication even if the representation requiring the disclosure (“triggering representation”) is made through only one means.
 2. A visual disclosure, by its size, contrast, location, the length of time it appears, and other characteristics, must stand out from any accompanying text or other visual elements so that it is easily noticed, read, and understood.
 3. An audible disclosure, including by telephone or streaming video, must be delivered in a volume, speed, and cadence sufficient for ordinary consumers to easily hear and understand it.
 4. In any communication using an interactive electronic medium, such as the Internet or software, the disclosure must be unavoidable.
 5. On a product label, the disclosure must be presented on the principal display panel.
 6. The disclosure must use diction and syntax understandable to ordinary consumers and must appear in each language in which the triggering representation appears.

7. The disclosure must comply with these requirements in each medium through which it is received, including all electronic devices and face-to-face communications.
 8. The disclosure must not be contradicted or mitigated by, or inconsistent with, anything else in the communication.
 9. When the representation or sales practice targets a specific audience, such as children, the elderly, or the terminally ill, “ordinary consumers” includes reasonable members of that group.
- B. **“Made in the United States”** means any representation, express or implied, that a product or service, or a specified component thereof, is of U.S.-origin, including, but not limited to, a representation that such product or service is “made,” “manufactured,” “built,” “produced,” or “crafted” in the United States or in America, or any other U.S.-origin claim.
- C. **“Product or Service”** means any good or service, including any plan or program.
- D. **“Respondent”** means Instant Brands LLC, its successors and assigns, and any joint ventures, subsidiaries, divisions, groups, and affiliates it controls, directly or indirectly.

Provisions

I.

Prohibited Misrepresentations Regarding U.S.-Origin Claims

IT IS ORDERED that Respondent, and Respondent’s officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any Product or Service, must not make any representation, expressly or by implication, that a product is Made in the United States unless:

- A. The final assembly or processing of the product occurs in the United States, all significant processing that goes into the product occurs in the United States, and all or virtually all ingredients or components of the product are made and sourced in the United States; or
- B. A Clear and Conspicuous qualification appears immediately adjacent to the representation that accurately conveys the extent to which the product contains foreign parts, ingredients or components, and/or processing; or
- C. For a claim that a product is assembled in the United States, the product is last substantially transformed in the United States, the product’s principal assembly takes place in the United States, and United States assembly operations are substantial.

II.
Prohibited Misleading and Unsubstantiated Representations

IT IS FURTHER ORDERED that Respondent, and Respondent's officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with the manufacturing, labeling, advertising, promotion, offering for sale, sale, or distribution of any Product or Service, must not make any representation regarding the country of origin of any Product or Service, unless the representation is non-misleading, including that, at the time such representation is made, Respondent possesses and relies upon a reasonable basis for the representation.

III.
Monetary Relief

IT IS FURTHER ORDERED that:

- A. Respondent must pay to the Commission \$129,416, which Respondent stipulates its undersigned counsel holds in escrow for no purpose other than payment to the Commission.
- B. Such payment must be made within 8 days of the effective date of this Order by electronic fund transfer in accordance with instructions provided by a representative of the Commission.

IV.
Additional Monetary Provisions

IT IS FURTHER ORDERED that:

- A. Respondent relinquishes dominion and all legal and equitable right, title, and interest in all assets transferred pursuant to this Order and may not seek the return of any assets.
- B. The facts alleged in the Complaint will be taken as true, without further proof, in any subsequent civil litigation by or on behalf of the Commission to enforce its rights to any payment pursuant to this Order, such as a nondischargeability complaint in any bankruptcy case.
- C. The facts alleged in the Complaint establish all elements necessary to sustain an action by or on behalf of the Commission pursuant to Section 523(a)(2)(A) of the Bankruptcy Code, 11 U.S.C. § 523(a)(2)(A), and this Order will have collateral estoppel effect for such purposes.
- D. All money paid to the Commission pursuant to this Order may be deposited into a fund administered by the Commission or its designee to be used for relief, including consumer

redress and any attendant expenses for the administration of any redress fund. If a representative of the Commission decides that direct redress to consumers is wholly or partially impracticable or money remains after redress is completed, the Commission may apply any remaining money for such other relief (including consumer information remedies) as it determines to be reasonably related to Respondent's practices alleged in the Complaint. Any money not used is to be deposited to the U.S. Treasury. Respondent has no right to challenge any activities pursuant to this Provision.

- E. In the event of default on any obligation to make payment under this Order, interest, computed as if pursuant to 28 U.S.C. § 1961(a), shall accrue from the date of default to the date of payment. In the event such default continues for 10 days beyond the date that payment is due, the entire amount will immediately become due and payable.
- F. Each day of nonpayment is a violation through continuing failure to obey or neglect to obey a final order of the Commission and thus will be deemed a separate offense and violation for which a civil penalty shall accrue.
- G. Respondent acknowledges that its Taxpayer Identification Numbers (Employer Identification Numbers) may be used for collecting and reporting on any delinquent amount arising out of this Order, in accordance with 31 U.S.C. § 7701.

V. Acknowledgments of the Order

IT IS FURTHER ORDERED that Respondent obtain acknowledgments of receipt of this Order:

- A. Respondent, within 10 days after the effective date of this Order, must submit to the Commission an acknowledgment of receipt of this Order sworn under penalty of perjury.
- B. Respondent must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC managers and members; (2) all employees having managerial responsibilities for conduct related to the subject matter of the Order and all agents and representatives who participate in conduct related to the subject matter of the Order; and (3) any business entity resulting from any change in structure as set forth in the Provision titled Compliance Reports and Notices. Delivery must occur within 10 days after the effective date of this Order for current personnel. For all others, delivery must occur before they assume their responsibilities.
- C. From each individual or entity to which Respondent delivered a copy of this Order, Respondent must obtain, within 30 days, a signed and dated acknowledgment of receipt of this Order.

VI.
Compliance Reports and Notices

IT IS FURTHER ORDERED that Respondent make timely submissions to the Commission:

- A. One year after the issuance date of this Order, Respondent must submit a compliance report, sworn under penalty of perjury, in which Respondent must: (a) identify the primary physical, postal, and email address and telephone number, as designated points of contact, which representatives of the Commission may use to communicate with Respondent; (b) identify all of Respondent's businesses by all of their names, telephone numbers, and physical, postal, email, and Internet addresses; (c) describe the activities of each business, including the goods and services offered, the means of advertising, marketing, and sales; (d) describe in detail whether and how Respondent is in compliance with each Provision of this Order, including a discussion of all of the changes the Respondent made to comply with the Order; and (e) provide a copy of each Acknowledgment of the Order obtained pursuant to this Order, unless previously submitted to the Commission.

- B. For 10 years after the issuance date of this Order, Respondent must submit a compliance notice, sworn under penalty of perjury, within 14 days of any change in the following: (a) any designated point of contact; or (b) the structure of Respondent or any entity that Respondent has any ownership interest in or controls directly or indirectly that may affect compliance obligations arising under this Order, including: creation, merger, sale, or dissolution of the entity or any subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order.

- C. Respondent must submit notice of the filing of any bankruptcy petition, insolvency proceeding, or similar proceeding by or against Respondent within 14 days of its filing.

- D. Any submission to the Commission required by this Order to be sworn under penalty of perjury must be true and accurate and comply with 28 U.S.C. § 1746, such as by concluding: "I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on: _____" and supplying the date, signatory's full name, title (if applicable), and signature.

- E. Unless otherwise directed by a Commission representative in writing, all submissions to the Commission pursuant to this Order must be emailed to DEbrief@ftc.gov or sent by overnight courier (not the U.S. Postal Service) to: Associate Director for Enforcement, Bureau of Consumer Protection, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580. The subject line must begin: In re Instant Brands LLC.

VII. Recordkeeping

IT IS FURTHER ORDERED that Respondent must create certain records for 10 years after the issuance date of the Order, and retain each such record for 5 years. Specifically, Respondent must create and retain the following records:

- A. Accounting records showing the revenues from all goods or services sold, the costs incurred in generating those revenues, and resulting net profit or loss;
- B. Personnel records showing, for each person providing services in relation to any aspect of the Order, whether as an employee or otherwise, that person's: name; addresses; telephone numbers; job title or position; dates of service; and (if applicable) the reason for termination;
- C. Records of all consumer complaints and refund requests concerning the subject matter of this Order, whether received directly or indirectly, such as through a third party, and any response;
- D. All records necessary to demonstrate full compliance with each provision of this Order, including all submissions to the Commission;
- E. A copy of each unique advertisement or other marketing material making a representation subject to this Order; *provided, however*, Respondent shall not be required to maintain records of website screenshots or point of sale materials created by third party retailers without Respondent's input; and
- F. For 5 years from the date of the last dissemination of any representation covered by this Order, all materials that were relied upon in making the representation.

VIII. Compliance Monitoring

IT IS FURTHER ORDERED that, for the purpose of monitoring Respondent's compliance with this Order:

- A. Within 10 days of receipt of a written request from a representative of the Commission, Respondent must: submit additional compliance reports or other requested information, which must be sworn under penalty of perjury, and produce records for inspection and copying.
- B. For matters concerning this Order, representatives of the Commission are authorized to communicate directly with Respondent. Respondent must permit representatives of the Commission to interview anyone affiliated with Respondent who has agreed to such an interview. The interviewee may have counsel present.

- C. The Commission may use all other lawful means, including posing through its representatives as consumers, suppliers, or other individuals or entities, to Respondent or any individual or entity affiliated with Respondent, without the necessity of identification or prior notice. Nothing in this Order limits the Commission's lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1.

IX.
Order Effective Dates

IT IS FURTHER ORDERED that this Order is final and effective upon the date of its publication on the Commission's website (ftc.gov) as a final order. This Order will terminate 20 years from the date of its issuance (which date may be stated at the end of this Order, near the Commission's seal), or 20 years from the most recent date that the United States or the Commission files a complaint (with or without an accompanying settlement) in federal court alleging any violation of this Order, whichever comes later; *provided, however*, that the filing of such a complaint will not affect the duration of:

- A. Any Provision in this Order that terminates in less than 20 years;
- B. This Order if such complaint is filed after the Order has terminated pursuant to this Provision.

Provided, further, that if such complaint is dismissed or a federal court rules that the Respondent did not violate any provision of the Order, and the dismissal or ruling is either not appealed or upheld on appeal, then the Order will terminate according to this Provision as though the complaint had never been filed, except that the Order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

By the Commission.

April J. Tabor
Secretary

SEAL:
ISSUED: March 1, 2023