
Coors Brewing Co. v. Anheuser-Busch Companies, Inc.

802 F. Supp. 965 (S.D.N.Y. 1992)

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Coors claimed that television and radio commercials run by our client Anheuser-Busch stating that Coors' beer was shipped in railroad tankers and diluted with local water, disparaged its beer. The court denied Coors's motion for a preliminary injunction and allowed the commercials to continue running because of Coors' failure to show literal or implied falsehood, bad faith, or that the commercials were materially misleading.