1 Lee A. Cirsch (SBN 227668) FILED Lee.Cirsch@capstonelawyers.com 2 Superior Court of California Robert K. Friedl (SBN 134947) County of Los Angeles Robert.Friedl@capstonelawyers.com 3 Trisha K. Monesi (SBN 303512) MAR 0:9 2017 Trisha.Monesi@capstonelawyers.com 4 Sherri R. Carter, Executive Officer/Clerk Capstone Law APC 1875 Century Park East, Suite 1000 A6029 90007 DBPT-309 MOUN KUM 5 Los Angeles, California 90067 Telephone: (310) 556-4811 6 (310) 943-0396 Facsimile: 7 Attorneys for Plaintiff 8 Stephen Wilson 9 SUPERIOR COURT OF THE STATE OF CALIFORNIA 10 FOR THE COUNTY OF LOS ANGELES 11 12 Case No.: STEPHEN WILSON, individually, and on BC 6 5 3 2 3 5 behalf of a class of similarly situated 13 individuals, CLASS ACTION COMPLAINT FOR: 14 Plaintiff, Violations of Unfair Competition Law, California Business & Professions Code 15 § 17200 et seq. V. Violations of False Advertising Law, California Business & Professions Code (2) 16 ODWALLA, INC., a California corporation; THE COCA-COLA 17 COMPANY, a Delaware corporation; and (3) Violations of California's Consumers DOES 1-10, inclusive, Legal Remedies Act 18 Defendants. **DEMAND FOR JURY TRIAL** 19 20 21 22 23 24 25 26 27 28

CLASS ACTION COMPLAINT

INTRODUCTION

- 1. Plaintiff Stephen Wilson ("Plaintiff") brings this action for himself and on behalf of all persons in the United States who purchased one or more containers of Odwalla 100% Juices, including Berry Greens, Groovin' Greens, and 100% Orange Juice, with the phrase "No Added Sugar" on their label or outer packaging (collectively "Odwalla Juice") created, manufactured, distributed, marketed, and/or sold by Defendants Odwalla, Inc., The Coca-Cola Company, and DOES 1-10 ("Defendants").
- 2. Plaintiff's action arises out of the unlawful "No Added Sugar" statements placed by Defendants on the labels and outer packaging of Odwalla Juice containers. The Food and Drug Administration ("FDA") regulations promulgated pursuant to the Food, Drug, and Cosmetics Act of 1938 ("FDCA") specify the precise nutrient content claims concerning sugar that may be made on a food label. *See* 21 C.F.R. § 101, Subpart D. Defendants' "No Added Sugar" claims on its Odwalla Juice containers fail to comply with these requirements, as set forth below. As a result, Defendants have violated California's Sherman Law and consumer protection statutes, which wholly adopt the federal requirements.
- 3. In the United States more than one-third of adults are obese, and approximately seventeen percent of children and adolescents are obese. The obesity epidemic has been fueled, in part, by increased consumption of foods high in sugar. Obesity and excess sugar consumption, in turn, have been linked to a variety of health problems, including, but not limited to, heart disease, tooth decay and diabetes. As a result, consumers are increasingly aware of their sugar consumption and attach importance to the statement "No Added Sugar" on the labels of food products.
- 4. On information and belief, Defendants' Odwalla Juice is among the country's most widely-distributed juice food products.
- 5. To profit from consumers' well-placed and increased focus on minimizing sugar consumption, Defendants have prominently featured a "No Added Sugar" statement on the front labels of its Odwalla Juice containers. The images below depict the "No Added

Sugar" statement as featured on the labels ("No Added Sugar Label"):





100% ORANGE JUICE





GROOVIN' GREENS

FRUIT & VEGGIE JUICE

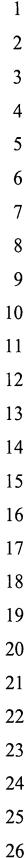
What's Inside

- juice of 2 1/3 apples
- juice of 1 3/4 cups of cucumber
- juice of 1 cup of kale
- piulce of 1 cup of spinach
- plus 3 other juices

Vegan Gluten Free ** No added cugar. Not a reduced catorie food, see nutrition facts for sugar and calorie content,

CLICK FOR SIZES & NUTRITION >

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BÉRRÝ GRÉENS

BERRY GREENS

FLAVORED FRUIT & VEGGIE JUICE

What's inside

Juice of 2 1/3 apples

juice of 1 1/2 cups of cucumber

juice of 3/4 cup of kele

juice of 1 cup of spinach

🏄 juice of 12 blueberries

1 strawberry

Vegan Gluten Free ** No added sugar, Not a reduced calone food, see nutrition facts for sugar and calone content.

CLICK FOR SIZES & NUTRITION >

- 6. The FDA forbids the use of "No Added Sugar" claims unless the product making such claim meets the following criteria:
 - (i) No amount of sugars, as defined in 101.9(c)(6)(ii), or any other ingredient that contains sugars that functionally substitute for added sugars is added during processing or packaging; and
 - (ii) The product does not contain an ingredient containing added sugars such as jam, jelly, or concentrated fruit juice; and
 - (iii) The sugars content has not been increased above the amount present in the ingredients by some means such as the use of enzymes, except where the intended functional effect of the process is not to increase the sugars content of a food, and a functionally insignificant increase in sugars results; and
 - (iv) The food that it resembles and for which it substitutes normally contains added sugars; and
 - (v) The product bears a statement that the food is not "low calorie" or "calorie reduced" (unless the food meets the requirements for a "low" or "reduced calorie" food) and that directs consumers' attention to the nutrition panel for further information on sugar and calorie content.¹
- 7. The FDA has stated that, "[i]n implementing the guidelines, the purpose of the 'no added sugar' claim is to present consumers with information that allows them to differentiate between similar foods that would normally be expected to contain added sugars, with respect to the presence or absence of added sugars. Therefore, the 'no added sugar' claim is not appropriate to describe foods that do not normally contain added sugars."²
- 8. Defendants' "No Added Sugar" claims on Odwalla Juice are in violation of FDA and state regulations because Odwalla Juice does not resemble and substitute for a food that normally contains added sugars (21 C.F.R. § 101.60(c)(iv)).

¹ See 21 C.F.R. § 101.60(c)(2)(emphasis added).

² 58 Fed. Reg. 2302, 2327 (Jan. 6, 1993).

9. As a result of their reliance on Defendant's unlawful sugar-content labeling claims, Plaintiff and Class Members have suffered an ascertainable loss of money, including, but not limited to, out of pocket costs incurred in purchasing the Odwalla Juice. Further, as a result of its deceptive marketing and unfair competition with other similar manufacturers and brands, Defendants realized sizable profits.

PARTIES

PLAINTIFF STEPHEN WILSON

- 10. Plaintiff STEPHEN WILSON is a citizen and resident of the State of California, County of Los Angeles. During the class period alleged herein, Plaintiff purchased one or more bottles of Odwalla 100% Orange Juice in Los Angeles, California.
- 11. Prior to purchasing the Odwalla Orange Juice 100% Juice, Plaintiff observed the illegal and deceptive "No Added Sugar" claim on the front label.
- 12. Plaintiff reasonably relied on Defendants' "No Added Sugar" claim in deciding to purchase the Odwalla 100% Orange Juice and Defendants' "No Added Sugar" claims were important to Plaintiff in making his purchase decision.
- 13. If the Odwalla 100% Orange Juice had not included the illegal and deceptive "No Added Sugar" claim on the label, Plaintiff would not have purchased the Odwalla 100% Orange Juice or would have paid less for it.

DEFENDANTS

- 14. Defendant ODWALLA, INC. is a California corporation, organized and existing under the laws of the State of California and registered to conduct business in California.
- 15. Defendant THE COCA-COLA COMPANY is a Delaware corporation, organized and existing under the laws of Delaware and registered to conduct business in California.
- 16. Plaintiff is informed and believes, and thereon alleges, that DOES 1 through 10 are the successors, predecessors, parent companies, subsidiaries, affiliates, divisions, or other

related entities to which these allegations pertain.

- 17. Plaintiff is informed and believes, and thereon alleges, that each and all of the acts and omissions alleged herein was performed by, or is attributable to ODWALLA, INC., THE COCA-COLA COMPANY, and DOES 1-10, each acting as the agent for the other, with legal authority to act on the other's behalf. The acts of any and all Defendants were in accordance with, and represent, the official policy of Defendants.
- 18. Plaintiff is informed and believes, and thereon alleges, that each of said

 Defendants is in some manner intentionally, negligently, or otherwise responsible for the acts,
 omissions, occurrences, and transactions of each and all of the other Defendants in
 proximately causing the damages herein alleged.
- 19. At all relevant times, Defendants, and each of them, ratified each and every act or omission complained of herein.

JURISDICTION

- 20. This Court has jurisdiction over this action pursuant to California Code of Civil Procedure § 410.10. Personal jurisdiction over ODWALLA, INC. is proper because ODWALLA, INC. is incorporated in California and has purposefully availed itself of the privilege of conducting business activities in California, including, but not limited to, testing, manufacturing, marketing, distributing, and/or selling Odwalla Juice to Plaintiff and prospective class members. Personal jurisdiction over THE COCA-COLA COMPANY is proper because THE COCA-COLA COMPANY has purposefully availed itself of the privilege of conducting business activities in California, including, but not limited to, testing, manufacturing, marketing, distributing, and/or selling Odwalla Juice to Plaintiff and prospective class members.
- 21. This class action is brought pursuant to California Code of Civil Procedure § 382. Plaintiff is a California resident. The monetary damages and restitution sought by Plaintiff and the prospective class members exceed the minimal jurisdiction limits of the Superior Court and will be established according to proof at trial.

VENUE

22. Venue is proper in this Court pursuant to California Code of Civil Procedure §§ 395, 395.5 and California Civil Code § 1780 because Plaintiff resides in the County of Los Angeles, California, and the acts, omissions, and contractual performance alleged herein took place in the County of Los Angeles, California. Plaintiff's Declaration, as required under Cal. Civ. Code section 1780(d), which reflects that Defendant is doing business in Los Angeles County, California, is filed concurrently as **Exhibit 1**.

FACTUAL ALLEGATIONS

- 23. Due to health concerns, U.S. consumers are increasingly more aware of their sugar consumption and, as such, attach great importance to "No Added Sugar" and other sugar-content claims on food and beverage product labeling.
- 24. To profit from consumers' well-placed and increased focus on minimizing sugar consumption, Defendants have prominently featured a "No Added Sugar" claim on the front label of its Odwalla Juice packaging as well as throughout its website and other marketing materials, as depicted above.
- 25. However, the FDA forbids the use of "No Added Sugar" claims unless the product making such claim meets the following criteria:
 - (i) No amount of sugars, as defined in 101.9(c)(6)(ii), or any other ingredient that contains sugars that functionally substitute for added sugars is added during processing or packaging; and
 - (ii) The product does not contain an ingredient containing added sugars such as jam, jelly, or concentrated fruit juice; and
 - (iii) The sugars content has not been increased above the amount present in the ingredients by some means such as the use of enzymes, except where the intended functional effect of the process is not to increase the sugars content of a food, and a functionally insignificant increase in sugars results; and
 - (iv) The food that it resembles and for which it substitutes normally

contains added sugars; and

- (v) The product bears a statement that the food is not "low calorie" or "calorie reduced" (unless the food meets the requirements for a "low" or "reduced calorie" food) and that directs consumers' attention to the nutrition panel for further information on sugar and calorie content.
- 26. The FDA has stated that, "[i]n implementing the guidelines, the purpose of the 'no added sugar' claim is to present consumers with information that allows them to differentiate between similar foods that would normally be expected to contain added sugars, with respect to the presence or absence of added sugars. Therefore, the 'no added sugar' claim is not appropriate to describe foods that do not normally contain added sugars."
- 27. Defendants' "No Added Sugar" claims on Odwalla Juice are in violation of FDA and state regulations because the Odwalla Juice does not resemble and substitute for a food that normally contains added sugars (21 C.F.R. § 101.60(c)(iv)).
- 28. As a result of their reliance on Defendant's unlawful sugar-content labeling claims, consumers have suffered an ascertainable loss of money, including, but not limited to, out of pocket costs incurred in purchasing the Odwalla Juice. Further, as a result of its deceptive marketing and unfair competition with other similar manufacturers and brands, Naked Juice Co. realized sizable profits.

CLASS ACTION ALLEGATIONS

- 29. Plaintiff brings this lawsuit as a class action on behalf of himself and all others similarly situated as members of the proposed Class pursuant to California Code of Civil Procedure § 382.
- 30. All claims alleged herein arise under California law for which Plaintiffs seek relief authorized by California law.
- 31. The class and sub-classes Plaintiff seeks to represent (the "Class Members") is defined as:

Nationwide Class: All individuals in the United States who purchased one or more containers of Odwalla Juice containing a

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"No Added Sugar" claim on the label or other packaging at any time between four years prior to the filing of this complaint until the date of certification (the "Nationwide Class").

California Sub-Class: All members of the Nationwide Class who reside in the State of California (the "California Sub-Class").

CLRA Sub-Class: All members of the California Sub-Class who are "consumers" within the meaning of California Civil Code § 1761(d) (the "CLRA Sub-Class").

- 32. Excluded from the Class are: (1) Defendants, any entity or division in which Defendants have a controlling interest, and their legal representatives, officers, directors, assigns, and successors; (2) the Judge to whom this case is assigned and the Judge's staff; (3) any Judge sitting in the presiding state and/or federal court system who may hear an appeal of any judgment entered; and (4) those persons who have suffered personal injuries as a result of the facts alleged herein. Plaintiff reserves the right to amend the Class and Sub-Class definitions if discovery and further investigation reveal that the Class or Sub-Class should be expanded or otherwise modified.
- 33. There is a well-defined community of interest in the litigation and the Class is readily ascertainable.
- 34. Numerosity: Although the exact number of prospective Class Members is uncertain and can only be ascertained through appropriate discovery, the number is great enough such that joinder is impracticable. The disposition of the claims of these Class Members in a single action will provide substantial benefits to all parties and to the Court. The Class Members are readily identifiable from information and records in Defendant's possession, custody, or control.
- 35. Typicality: Plaintiff's claims are typical of the claims of the Class in that Plaintiff, like all Class Members, has purchased one or more Odwalla Juice beverages containing a "No Added Sugar" claim on its label or other packaging within the applicable class period. The representative Plaintiff, like all Class Members, has been damaged by Defendant's misconduct in that they have incurred expenses due to their reliance on

Defendant's labeling of its Odwalla Juice beverage, as described throughout this complaint.

Furthermore, the factual bases of Defendants' misconduct are common to all Class Members and represent a common thread resulting in injury to all Class Members.

- 36. <u>Commonality</u>: There are numerous questions of law and fact common to Plaintiff and the Class that predominate over any question affecting only individual Class Members. These common legal and factual issues include the following:
 - (a) Whether Defendants engaged in unlawful, unfair or deceptive business practices by failing to properly package and label food products sold to consumers;
 - (b) Whether the food products at issue were misbranded as a matter of law;
 - (c) Whether Defendants unlawfully labeled certain food and beverage products with "No Added Sugar" claims;
 - (d) Whether Defendants made false, misleading and/or untrue statements via its labeling;
 - (e) Whether Defendants violated California's Consumers Legal Remedies

 Act (Cal. Civil Code §§ 1750 et seq.);
 - (f) Whether Defendants violated California Business & Professions Code §§ 17200 et seq.;
 - (g) Whether Defendants violated California Business & Professions Code §§ 17500 et seq.;
 - (h) Whether Defendants violated the Sherman Food, Drug, and Cosmetic Law (Health & Saf. Code, §§ 109875 et seq.);
 - (i) Whether Plaintiff and the Class are entitled to equitable and/or injunctive relief;
 - (j) Whether Plaintiff and other Class Members are entitled to damages;
 - (k) Whether Defendants' unlawful, unfair and/or deceptive practices harmed Plaintiff and the Class;

- (l) Whether Defendants knew or reasonably should have known of the deceptive labeling claims relating to its Odwalla Juice beverage; and
- (m) Whether Defendants are obligated to inform Class Members of their right to seek reimbursement for having paid for Odwalla Juice in reliance on Defendants' misrepresentations.
- 37. Adequate Representation: Plaintiff will fairly and adequately protect the interests of the Class Members. Plaintiff has retained attorneys experienced in the prosecution of class actions, including consumer and product defect class actions, and Plaintiff intends to prosecute this action vigorously.
- 38. Superiority: Plaintiff and the prospective Class Members have all suffered and will continue to suffer harm and damages as a result of Defendants' unlawful and wrongful conduct. A class action is superior to other available methods for the fair and efficient adjudication of the controversy. Absent a class action, most Class Members would likely find the cost of litigating their claims prohibitively high and would therefore have no effective remedy at law. Because of the relatively small size of the individual Class Members' claims, it is likely that only a few Class Members could afford to seek legal redress for Defendants' misconduct. Absent a class action, Class Members will continue to incur damages, and Defendants' misconduct will continue without remedy. Class treatment of common questions of law and fact would also be a superior method to multiple individual actions or piecemeal litigation in that class treatment will conserve the resources of the courts and the litigants, and will promote consistency and efficiency of adjudication.

FIRST CAUSE OF ACTION

(Violation of California Business & Professions Code § 17200 et seq.)

- 39. Plaintiff brings this cause of action on behalf of himself and on behalf of the Nationwide Class, or in the alternative, on behalf of himself and on behalf of the California Sub-Class.
 - 40. As a result of their reliance on Defendant's misrepresentations and omissions,

Class Members suffered an ascertainable loss of money, property, and/or value of their Odwalla Juice beverages.

- 41. California Business & Professions Code § 17200 prohibits acts of "unfair competition," including any "unlawful, unfair or fraudulent business act or practice" and "unfair, deceptive, untrue or misleading advertising."
- 42. Plaintiff and Class Members are reasonable consumers who expect manufacturers, like Defendants, to provide accurate and truthful representations regarding the sugar content contained in their products, especially as compared to those in competitors' similar products. Further, reasonable consumers, like Plaintiff, rely on the representations made by manufacturers regarding products' sugar content in determining whether to purchase the particular products and consider that information important to their purchase decision.
- knowingly and intentionally misrepresented material facts and breached their duty not to do so. In addition, Defendants' use of "No Added Sugar" claims constitutes a "fraudulent" business practice or act within the meaning of Business and Professions Code Sections 17200 et seq. The applicable food labeling regulations are carefully crafted to require that nutritional content claims be presented in a qualified and contextualized manner to protect the consuming public from being deceived. Defendants' non-compliant sugar content labeling, as described above, is an unqualified nutritional content claim that poses the very risk of deception the regulations were promulgated to protect against.
- 44. If the Odwalla Juice had not included the illegal and deceptive "No Added Sugar" claim on the label, Plaintiff and Class Members would not have purchased the Odwalla Juice or would have paid less for it..
 - 45. Defendants' conduct was and is likely to deceive consumers.
 - 46. Defendants' acts, conduct and practices were unlawful, in that they constituted:
 - (a) Violations of California's Consumers Legal Remedies Act;
 - (b) Violations of California's False Advertising Law;

the "No Added Sugar" representations were misleading and deceptive.

- 56. The falsely advertised Odwalla Juice was, and continues to be, likely to deceive members of the public.
- 57. As a result of their reliance on Defendants' misrepresentations and omissions, Class Members suffered an ascertainable loss of money, property, and/or value of their Odwalla Juice.
- 58. As a direct and proximate result of Defendants' unfair and deceptive practices, Plaintiff and the Class have suffered and will continue to suffer actual damages.
- 59. Defendants have been unjustly enriched and should be required to make restitution to Plaintiff and the Class. Pursuant to § 17535 of the Business & Professions Code, Plaintiff and Class Members are entitled to an order of this Court enjoining such future conduct on the part of Defendants, and such other orders and judgments which may be necessary to disgorge Defendants' ill-gotten gains and restore to any person in interest any money paid for its Odwalla Juice as a result of the wrongful conduct of Defendants.

THIRD CAUSE OF ACTION

(Violation of California's Consumers Legal Remedies Act, California Civil Code § 1750, et seq.)

- 60. Plaintiff re-alleges and incorporates by reference each and every allegation contained in the preceding paragraphs of this Complaint as though fully set forth herein.
- 61. Plaintiff brings this cause of action on behalf of himself and on behalf of the members of the CLRA Sub-Class.
 - 62. Defendants are "person(s)" as defined by California Civil Code § 1761(c).
- 63. Plaintiff and CLRA Sub-Class Members are "consumers" within the meaning of California Civil Code § 1761(d) because they bought the Odwalla Juice for personal, family, or household purposes.
- 64. By failing to disclose and concealing the true and actual nature of the Naked O-J from Plaintiff and prospective Class Members, Defendants violated California Civil Code

§ 1770(a), as it represented that the Odwalla Juice had characteristics and benefits that it does not have, represented that the Odwalla Juice was of a particular standard, quality, or grade when it was of another, and advertised the Odwalla Juice with the intent not to sell it as advertised. See Cal. Civ. Code §§ 1770(a)(5)(7) & (9).

- 65. Defendants' unfair and deceptive acts or practices occurred repeatedly in Defendants' trade or business and were capable of deceiving a substantial portion of the purchasing public.
- 66. Defendants knew the Odwalla Juice did not possess the characteristics and benefits as represented and were not of the particular standard, quality or grade as represented.
- 67. As a result of their reliance on Defendants' representations and omissions, Class Members suffered an ascertainable loss of money, property, and/or value of their Odwalla Juice.
- 68. In failing to disclose and misrepresenting the true nature and contents of the Odwalla Juice, Defendants knowingly and intentionally concealed material facts and breached their duty not to do so.
- 69. The facts Defendants concealed from or misrepresented to Plaintiff and Class Members are material in that a reasonable consumer would have considered them to be important in deciding whether to purchase the Odwalla Juice or pay less. If the Odwalla Juice had not included the illegal and deceptive "No Added Sugar" claim on the label, Plaintiff and Class Members would not have purchased the Odwalla Juice or would have paid less for it.
- 70. Plaintiff and Class Members are reasonable consumers who expect manufacturers, like Defendants, to provide accurate and truthful representations regarding the sugar content contained in their products, especially as compared to those in competitors' similar products. Further, reasonable consumers, like Plaintiff, rely on the representations made by manufacturers regarding products' sugar content in determining whether to purchase the particular products and consider that information important to their purchase decision.
 - 71. As a direct and proximate result of Defendants' unfair methods of competition

and/or unfair and deceptive practices, Plaintiff and the Class have suffered and will continue to suffer actual damages.

- 72. Plaintiff and the Class are entitled to equitable relief.
- 73. Plaintiff provided Defendant with notice of its violations of the CLRA pursuant to California Civil Code § 1782(a). If Defendant fails to provide the appropriate and requested relief for its violations of the CLRA within 30 days, Plaintiff will seek monetary, compensatory, and punitive damages, in addition to injunctive and equitable relief.

RELIEF REQUESTED

- 74. Plaintiff, on behalf of himself, and all others similarly situated, requests the Court to enter judgment against Defendant, as follows:
 - (a) An order certifying the proposed Class and Sub-Classes, designating Plaintiff as named representative of the Class, and designating the undersigned as Class Counsel;
 - (b) An order enjoining Defendants from further unfair and deceptive business practices regarding the deceptive advertising, sales, and other business practices relating to the Odwalla Juice beverages;
 - (c) A declaration requiring Defendants to comply with the various provisions of the Federal Food Drug & Cosmetic Act, California's Sherman Law, California's False Advertising Law and CLRA alleged herein and to make all the required representations;
 - (d) A declaration that Defendant must disgorge, for the benefit of the Class, all or part of the ill-gotten profits it received from the sale of its Odwalla Juice beverages, or make full restitution to Plaintiff and Class Members;
 - (e) An award of attorneys' fees and costs, as allowed by law;
 - (f) An award of attorneys' fees and costs pursuant to California Code of Civil Procedure § 1021.5;
 - (g) An award of pre-judgment and post-judgment interest, as provided by

CLASS ACTION COMPLAINT

EXHIBIT 1

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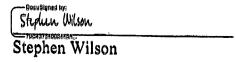
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DECLARATION OF STEPHEN WILSON

I, STEPHEN WILSON, declare as follows:

- I make this declaration based upon my personal knowledge except as to those 1. matters stated herein that are based upon information and belief, and as to those matters I believe them to be true. I am over the age of eighteen, a citizen of the State of California, and a Plaintiff in this action.
- Pursuant to California Civil Code section 1780(d), this Declaration is submitted 2. in support of Plaintiff's Selection of Venue for the Trial of Plaintiff's Cause of Action alleging violation of California's Consumers Legal Remedies Act.
- I reside in Los Angeles, California, which is in the County of Los Angeles. I 3. purchased the Odwalla 100% orange juice products that are the subject of this lawsuit in the County of Los Angeles.
- I am informed and believe that Defendant Odwalla, Inc. is a California 4. corporation, organized and existing under the laws of the State of California and registered to conduct business in California. I am informed and believe that Defendant The Coca-Cola Company is a Delaware corporation, organized and existing under the laws of the State of Delaware and registered to conduct business in California. I am informed and believe that both Defendants' corporate headquarters are located at One Coca-Cola Plaza, N.W., Atlanta, GA 30313.
- Based on the facts set forth herein, I am informed and believe that this Court is 5. a proper venue for the prosecution of Plaintiff's Cause of Action alleging violation of California's Consumers Legal Remedies Act because Defendants conduct business in Los Angeles County and because Los Angeles County is where the transactions at issue occurred.
- I declare under penalty of perjury under the laws of the State of California that 6. the foregoing is true and correct.

Executed on March 7th, 2017 in Los Angeles, California.



		<u>CM-010</u>
ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar n Lee A. Cirsch (SBN: 227668)	umber, and address):	FOR COURT USE ONLY
Lee.Cirsch@capstonelawyers.com		1
CAPSTONE LAW APC		77.5-
1875 Century Park East, Los Angeles, Cali	fornia 90067	FILED
TELEPHONE NO.: 310.556.4800	FAX NO.: 310.943.0396	Juperior Coing a c
ATTORNEY FOR (Name): Plaintiff STEPHEN W		County of Los Angeles
SUPERIOR COURT OF CALIFORNIA, COUNTY OF LO	s Angeles	1
STREET ADDRESS: 111 Hill Street		MAR 0.9 2017
MAILING ADDRESS:		
CITY AND ZIP CODE: Los Angeles, Californ	ia 90012	Sherri K. Carrer, Executive Officer/Clerk
BRANCH NAME:		By () Concer/Clerk
CASE NAME:		Judi Lara, Deputy
STEPHEN WILSON v. ODWALLA	. INC., et al.	Judi Lara , Deputy
CIVIL CASE COVER SHEET		CASE NUMBER:
✓ Unlimited Limited	Complex Case Designation	BC 6 5 3 2 3 5
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exceeds \$25,000) \$25,000 or less)	(Cal. Rules of Court, rule 3.402)	
	ow must be completed (see instructions	
1. Check one box below for the case type that		on page 2).
Auto Tort	Contract	Provisionally Complex Civil Litigation
Auto (22)	Breach of contract/warranty (06)	(Cal. Rules of Court, rules 3.400–3.403)
Uninsured motorist (46)	Rule 3.740 collections (09)	<u> </u>
` ' .	` '	Antitrust/Trade regulation (03)
Other PI/PD/WD (Personal Injury/Property Damage/Wrongful Death) Tort	Other collections (09)	Construction defect (10)
Asbestos (04)	Insurance coverage (18)	Mass tort (40)
	Other contract (37)	Securities litigation (28)
Product liability (24)	Real Property	Environmental/Toxic tort (30)
Medical malpractice (45)	Eminent domain/Inverse	Insurance coverage claims arising from the
Other PI/PD/WD (23)	condemnation (14)	above listed provisionally complex case
Non-PI/PD/WD (Other) Tort	Wrongful eviction (33)	types (41)
Business tort/unfair business practice (07)	Other real property (26)	Enforcement of Judgment
Civil rights (08)	Unlawful Detainer	Enforcement of judgment (20)
Defamation (13)	Commercial (31)	Miscellaneous Civil Complaint
Fraud (16)	Residential (32)	RICO (27)
Intellectual property (19)	Drugs (38)	Other complaint (not specified above) (42)
Professional negligence (25)	Judicial Review	
Other non-PI/PD/WD tort (35)	Asset forfeiture (05)	Miscellaneous Civil Petition
Employment	Petition re: arbitration award (11)	Partnership and corporate governance (21)
Wrongful termination (36)	Writ of mandate (02)	Other petition (not specified above) (43)
Other employment (15)		
	Other judicial review (39)	
2. This case is is not is factors requiring exceptional judicial management.	piex under rule 3.400 of the California Ri	ules of Court. If the case is complex, mark the
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		er of witnesses
b Extensive motion practice raising		with related actions pending in one or more courts
issues that will be time-consuming		ties, states, or countries, or in a federal court
c. Substantial amount of documenta	ry evidence f. L Substantial p	ostjudgment judicial supervision
3. Remedies sought (check all that apply): a.		
	✓ monetary b. ✓ nonmonetary;	declaratory or injunctive relief c punitive
4. Number of causes of action (specify): 3		
	s action suit.	/
If there are any known related cases, file a	nd serve a notice of related case. (You	may use form CM-015.)
Date: March 9, 2017		1.1 -
Lee A. Cirsch		W
(TYPE OR PRINT NAME)		SIGNATURE OF PARTY OR ATTORNEY FOR PARTY)
cho	NOTICE	
• Plaintiff must file this cover sheet with the t	irst paper filed in the action or proceeding	ng (except small claims cases or cases filed
Code, or the Probate Code, Family Code, or the	Welfare and Institutions Code). (Cal. Ru	les of Court, rule 3.220.) Failure to file may result
in sanctions. • File this cover sheet in addition to any cover		
• If this case is complex under rule 3.400 et	sen of the California Bules of Court we	I must conce a convertable service at the service at
other parties to the action or proceeding.	oog. or the Cambrilla Rules of Court, yo	u must serve a copy of this cover sheet on all
Unless this is a collections case under rule	3.740 or a complex case, this cover sh	eet will be used for statistical purposes and

INSTRUCTIONS ON HOW TO COMPLETE THE COVER SHEET

To Plaintiffs and Others Filing First Papers. If you are filing a first paper (for example, a complaint) in a civil case, you must complete and file, along with your first paper, the Civil Case Cover Sheet contained on page 1. This information will be used to compile statistics about the types and numbers of cases filed. You must complete items 1 through 6 on the sheet. In item 1, you must check one box for the case type that best describes the case. If the case fits both a general and a more specific type of case listed in item 1, check the more specific one. If the case has multiple causes of action, check the box that best indicates the primary cause of action. To assist you in completing the sheet, examples of the cases that belong under each case type in item 1 are provided below. A cover sheet must be filed only with your initial paper. Failure to file a cover sheet with the first paper filed in a civil case may subject a party, its counsel, or both to sanctions under rules 2.30 and 3.220 of the California Rules of Court.

To Parties in Rule 3.740 Collections Cases. A "collections case" under rule 3.740 is defined as an action for recovery of money owed in a sum stated to be certain that is not more than \$25,000, exclusive of interest and attorney's fees, arising from a transaction in which property, services, or money was acquired on credit. A collections case does not include an action seeking the following: (1) tort damages, (2) punitive damages, (3) recovery of real property, (4) recovery of personal property, or (5) a prejudgment writ of attachment. The identification of a case as a rule 3.740 collections case on this form means that it will be exempt from the general time-for-service requirements and case management rules, unless a defendant files a responsive pleading. A rule 3.740 collections case will be subject to the requirements for service and obtaining a judgment in rule 3.740.

To Parties in Complex Cases. In complex cases only, parties must also use the Civil Case Cover Sheet to designate whether the case is complex. If a plaintiff believes the case is complex under rule 3.400 of the California Rules of Court, this must be indicated by completing the appropriate boxes in items 1 and 2. If a plaintiff designates a case as complex, the cover sheet must be served with the complaint on all parties to the action. A defendant may file and serve no later than the time of its first appearance a joinder in the plaintiffs designation, a counter-designation that the case is not complex, or, if the plaintiff has made no designation, a designation that the case is complex.

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Auto Tort
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Auto (22)-Personal Injury/Property Damage/Wrongful Death Uninsured Motorist (46) (if the case involves an uninsured motorist claim subject to arbitration, check this item instead of Auto)

Other PI/PD/WD (Personal Injury/ Property Damage/Wrongful Death)

Asbestos (04)

Asbestos Property Damage Asbestos Personal Injury/ Wrongful Death

Product Liability (not asbestos or toxic/environmental) (24)

Medical Malpractice (45)

Medical Malpractice-

Physicians & Surgeons Other Professional Health Care

Malpractice

Other PI/PD/WD (23) Premises Liability (e.g., slip

Intentional Bodily Injury/PD/WD

(e.g., assault, vandalism)

Intentional Infliction of

Emotional Distress

Negligent Infliction of

Emotional Distress Other PI/PD/WD

Non-PI/PD/WD (Other) Tort

Business Tort/Unfair Business

Practice (07)

Civil Rights (e.g., discrimination, false arrest) (not civil

harassment) (08)

Defamation (e.g., slander, libel)

(13)

Fraud (16)

Intellectual Property (19)

Professional Negligence (25)

Legal Malpractice

Other Professional Malpractice

(not medical or legal)

Other Non-2I/PD/WD Tort (35)

Employment

(20)

(P)

Wrongful Termination (36)

Other Employment (15)

CASE TYPES AND EXAMPLES

Contract

Breach of Contract/Warranty (06)

Breach of Rental/Lease

Contract (not unlawful detainer

or wrongful eviction) Contract/Warranty Breach-Seller

Plaintiff (not fraud or negligence)

Negligent Breach of Contract/

Warranty

Other Breach of Contract/Warranty

Collections (e.g., money owed, open

book accounts) (09)

Collection Case-Seller Plaintiff

Other Promissory Note/Collections Case

Insurance Coverage (not provisionally

complex) (18)

Auto Subrogation Other Coverage

Other Contract (37)

Contractual Fraud

Other Contract Dispute

Real Property

Eminent Domain/Inverse

Condemnation (14)

Wrongful Eviction (33)

Other Real Property (e.g., quiet title) (26)

Writ of Possession of Real Property

Mortgage Foreclosure

Quiet Title

Other Real Property (not eminent

domain, landlord/tenant, or

foreclosure)

Unlawful Detainer

Commercial (31)

Residential (32)

Drugs (38) (if the case involves illegal drugs, check this item; otherwise. report as Commercial or Residential)

Judicial Review

Asset Forfeiture (05)

Petition Re: Arbitration Award (11)

Writ of Mandate (02)

Writ-Administrative Mandamus

Writ-Mandamus on Limited Court

Case Matter

Writ-Other Limited Court Case

Review

Other Judicial Review (39)
Review of Health Officer Order

Notice of Appeal-Labor

Commissioner Appeals

Provisionally Complex Civil Litigation (Cal. Rules of Court Rules 3.400-3.403)

Antitrust/Trade Regulation (03)

Construction Defect (10)

Claims Involving Mass Tort (40)

Securities Litigation (28)

Environmental/Toxic Tort (30)

Insurance Coverage Claims

(arising from provisionally complex

case type listed above) (41)

Enforcement of Judgment

Enforcement of Judgment (20)

Abstract of Judgment (Out of

County)

Confession of Judgment (non-

domestic relations)

Sister State Judgment

Administrative Agency Award (not unpaid taxes)

Petition/Certification of Entry of

Judgment on Unpaid Taxes

Other Enforcement of Judgment Case

Miscellaneous Civil Complaint

RICO (27)

Other Complaint (not specified above) (42)

Declaratory Relief Only Injunctive Relief Only (non-

harassment) Mechanics Lien

Other Commercial Complaint

Case (non-tort/non-complex)

Other Civil Complaint

(non-tort/non-complex)

Miscellaneous Civil Petition

Partnership and Corporate

Governance (21)

Other Petition (not specified

above) (43) Civil Harassment

Workplace Violence Elder/Dependent Adult

Abuse

Election Contest

Petition for Name Change

Petition for Relief From Late

Claim

Other Civil Petition

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CASE NUMBER

BC 6 53 235

CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION (CERTIFICATE OF GROUNDS FOR ASSIGNMENT TO COURTHOUSE LOCATION)

This form is required pursuant to Local Rule 2.3 in all new civil case filings in the Los Angeles Superior Court.

- **Step 1:** After completing the Civil Case Cover Sheet (Judicial Council form CM-010), find the exact case type in Column A that corresponds to the case type indicated in the Civil Case Cover Sheet.
- Step 2: In Column B, check the box for the type of action that best describes the nature of the case.
- **Step 3:** In Column C, circle the number which explains the reason for the court filing location you have chosen.

Applicable Reasons for Choosing Court Filing Location (Column C)

- 1. Class actions must be filed in the Stanley Mosk Courthouse, Central District.
- 2. Permissive filing in central district.
- 3. Location where cause of action arose.
- 4. Mandatory personal injury filing in North District.
- 5. Location where performance required or defendant resides.
- 6. Location of property or permanently garaged vehicle.

- 7. Location where petitioner resides.
- 8. Location wherein defendant/respondent functions wholly.
- 9. Location where one or more of the parties reside.
- 10. Location of Labor Commissioner Office.
- 11. Mandatory filing location (Hub Cases unlawful detainer, limited non-collection, limited collection, or personal injury).

A Civil Case Cover Sheet Category No.	Type of Action (Check only one)	C Applicable Reasons - See Step 3 Above
Auto (22)	☐ A7100 Motor Vehicle - Personal Injury/Property Damage/Wrongful Death	1, 4, 11
Uninsured Motorist (46)	□ A7110 Personal Injury/Property Damage/Wrongful Death – Uninsured Motorist	1, 4, 11
Asbestos (04)	□ A6070 Asbestos Property Damage □ A7221 Asbestos - Personal Injury/Wrongful Death	1, 11 1, 11
Product Liability (24)	☐ A7260 Product Liability (not asbestos or toxic/environmental)	1, 4, 11
Medical Malpractice (45)	□ A7210 Medical Malpractice - Physicians & Surgeons □ A7240 Other Professional Health Care Malpractice	1, 4, 11 1, 4, 11
Other Personal Injury Property Damage Wrongful Death (23)	□ A7250 Premises Liability (e.g., slip and fall) □ A7230 Intentional Bodily Injury/Property Damage/Wrongful Death (e.g., assault, vandalism, etc.) □ A7270 Intentional Infliction of Emotional Distress □ A7220 Other Personal Injury/Property Damage/Wrongful Death	1, 4, 11 1, 4, 11 1, 4, 11 1, 4, 11

Auto Tort

Other Personal Injury/ Property Damage/ Wrongful Death Tort SHORT TITLE: CASE NUMBER Wilson v. Odwalla, et al.

	A Civil Case Cover Sheet Category No.	B Type of Action (Check only one)	C Applicable Reasons - See Step 3 Above
Non-Personal Injury/ Property Damage/ Wrongful Death Tort	Business Tort (07)	以 A6029 Other Commercial/Business Tort (not fraud/breach of contract)	1/2, 3
	Civil Rights (08)	□ A6005 Civil Rights/Discrimination	1, 2, 3
	Defamation (13)	☐ A6010 Defamation (slander/libel)	1, 2, 3
al Inju ongfu	Fraud (16)	☐ A6013 Fraud (no contract)	1, 2, 3
on-Person amage/ Wr	Professional Negligence (25)	☐ A6017 Legal Malpractice ☐ A6050 Other Professional Malpractice (not medical or legal)	1, 2, 3 1, 2, 3
žö	Other (35)	□ A6025 Other Non-Personal Injury/Property Damage tort	1, 2, 3
ent	Wrongful Termination (36)	☐ A6037 Wrongful Termination	1, 2, 3
Employment	Other Employment (15)	☐ A6024 Other Employment Complaint Case ☐ A6109 Labor Commissioner Appeals	1, 2, 3 10
	Breach of Contract/ Warranty (06) (not insurance)	 □ A6004 Breach of Rental/Lease Contract (not unlawful detainer or wrongful eviction) □ A6008 Contract/Warranty Breach -Seller Plaintiff (no fraud/negligence) □ A6019 Negligent Breach of Contract/Warranty (no fraud) □ A6028 Other Breach of Contract/Warranty (not fraud or negligence) 	2, 5 2, 5 1, 2, 5 1, 2, 5
Contract	Collections (09)	□ A6002 Collections Case-Seller Plaintiff □ A6012 Other Promissory Note/Collections Case □ A6034 Collections Case-Purchased Debt (Charged Off Consumer Debt Purchased on or after January 1, 2014)	5, 6, 11 5, 11 5, 6, 11
	Insurance Coverage (18)	☐ A6015 Insurance Coverage (not complex)	1, 2, 5, 8
	Other Contract (37)	□ A6009 Contractual Fraud □ A6031 Tortious Interference □ A6027 Other Contract Dispute(not breach/insurance/fraud/negligence)	1, 2, 3, 5 1, 2, 3, 5 1, 2, 3, 8, 9
	Eminent Domain/Inverse Condemnation (14)	□ A7300 Eminent Domain/Condemnation Number of parcels	2, 6
operty	Wrongful Eviction (33)	□ A6023 Wrongful Eviction Case	2, 6
Real Property	Other Real Property (26)	 □ A6018 Mortgage Foreclosure □ A6032 Quiet Title □ A6060 Other Real Property (not eminent domain, landlord/tenant, foreclosure) 	2, 6 2, 6 2, 6
Unlawful Detainer	Unlawful Detainer-Commercial (31)	☐ A6021 Unlawful Detainer-Commercial (not drugs or wrongful eviction)	6, 11
	Unlawful Detainer-Residential (32)	☐ A6020 Unlawful Detainer-Residential (not drugs or wrongful eviction)	6, 11
awful [Unlawful Detainer- Post-Foreclosure (34)	☐ A6020F Unlawful Detainer-Post-Foreclosure	2, 6, 11
n H	Unlawful Detainer-Drugs (38)	□ A6022 Unlawful Detainer-Drugs	2, 6, 11

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Non-Personal Injury/ Property

SHORT TITLE: Wilson v. Odwalla, et al.

	A Civil Case Cover Sheet Category No.	B Type of Action (Check only one)	C Applicable Reasons - See Step 3 Above
	Asset Forfeiture (05)	□ A6108 Asset Forfeiture Case	2, 3, 6
ew	Petition re Arbitration (11)	☐ A6115 Petition to Compel/Confirm/Vacate Arbitration	2, 5
Judicial Review		□ A6151 Writ - Administrative Mandamus	2, 8
udici	Writ of Mandate (02)	□ A6152 Writ - Mandamus on Limited Court Case Matter □ A6153 Writ - Other Limited Court Case Review	2 2
7	Other Judicial Review (39)	□ A6150 Other Writ /Judicial Review	2, 8
<u> </u>	Antitrust/Trade Regulation (03)	☐ A6003 Antitrust/Trade Regulation	1, 2, 8
tigatic	Construction Defect (10)	☐ A6007 Construction Defect	1, 2, 3
Provisionally Complex Litigation	Claims Involving Mass Tort (40)	□ A6006 Claims Involving Mass Tort	1, 2, 8
y Con	Securities Litigation (28)	□ A6035 Securities Litigation Case	1, 2, 8
isionall	Toxic Tort Environmental (30)	☐ A6036 Toxic Tort/Environmental	1, 2, 3, 8
Prov	Insurance Coverage Claims from Complex Case (41)	☐ A6014 Insurance Coverage/Subrogation (complex case only)	1, 2, 5, 8
		□ A6141 Sister State Judgment	2, 5, 11
= =		☐ A6160 Abstract of Judgment	2, 6
eme	Enforcement of Judgment (20)	☐ A6107 Confession of Judgment (non-domestic relations)	2, 9
Enforcement of Judgment		☐ A6140 Administrative Agency Award (not unpaid taxes)	2, 8
E &		□ A6114 Petition/Certificate for Entry of Judgment on Unpaid Tax	2, 8
		☐ A6112 Other Enforcement of Judgment Case	2, 8, 9
s	RICO (27)	☐ A6033 Racketeering (RICO) Case	1, 2, 8
eous plaints		□ A6030 Declaratory Relief Only	1, 2, 8
Miscellaneous Civil Complaint	Other Complaints	☐ A6040 Injunctive Relief Only (not domestic/harassment)	2, 8
Aisc Vil C	(Not Specified Above) (42)	☐ A6011 Other Commercial Complaint Case (non-tort/non-complex)	1, 2, 8
- 5		□ A6000 Other Civil Complaint (non-tort/non-complex)	1, 2, 8
	Partnership Corporation Governance (21)	☐ A6113 Partnership and Corporate Governance Case	2, 8
		□ A6121 Civil Harassment	2, 3, 9
suo		☐ A6123 Workplace Harassment	2, 3, 9
lane etiti	Other Petitions (Not Specified Above) (43)	☐ A6124 Elder/Dependent Adult Abuse Case	2, 3, 9
Miscellaneous Civil Petitions		☐ A6190 Election Contest	2
ΞÖ		☐ A6110 Petition for Change of Name/Change of Gender	2, 7
		☐ A6170 Petition for Relief from Late Claim Law	2, 3, 8
		☐ A6100 Other Civil Petition	2, 9

SHORT TITLE:	Wilson v. Odwalla, Inc., et al.	CASE NUMBER

Step 4: Statement of Reason and Address: Check the appropriate boxes for the numbers shown under Column C for the type of action that you have selected. Enter the address which is the basis for the filing location, including zip code. (No address required for class action cases).

REASON:			ADDRESS:
⊠ 1. □ 2. □ 3. □ 4. □ 5. □ 6. □ 7. □ 8. □ 9. □ 10. □ 11.			
		-	
CITY:	STATE:	ZIP CODE:	
Los Angeles	CA	90007	

Step 5: Certification of Assignment: I certify that this case is properly filed in the Central District of the Superior Court of California, County of Los Angeles [Code Civ. Proc., §392 et seq., and Local Rule 2.3(a)(1)(E)].

Dated:	March 9, 2017	
Dateu.		

(SIGNATURE OF ATTORNEY/FILING PARTY)

PLEASE HAVE THE FOLLOWING ITEMS COMPLETED AND READY TO BE FILED IN ORDER TO PROPERLY COMMENCE YOUR NEW COURT CASE:

- 1. Original Complaint or Petition.
- 2. If filing a Complaint, a completed Summons form for issuance by the Clerk.
- 3. Civil Case Cover Sheet, Judicial Council form CM-010.
- Civil Case Cover Sheet Addendum and Statement of Location form, LACIV 109, LASC Approved 03-04 (Rev. 02/16).
- 5. Payment in full of the filing fee, unless there is court order for waiver, partial or scheduled payments.
- A signed order appointing the Guardian ad Litem, Judicial Council form CIV-010, if the plaintiff or petitioner is a minor under 18 years of age will be required by Court in order to issue a summons.
- 7. Additional copies of documents to be conformed by the Clerk. Copies of the cover sheet and this addendum must be served along with the summons and complaint, or other initiating pleading in the case.