	Case3:13-cv-00729-NC Document1	Filed02/19/13 Page1 of 18
1 2 3 4 5 6 7 8 9 10	BURSOR & FISHER, P.A. L. Timothy Fisher (State Bar No. 191626) Sarah N. Westcot (State Bar No. 264916) 1990 North California Boulevard, Suite 940 Walnut Creek, CA 94596 Telephone: (925) 300-4455 Facsimile: (925) 407-2700 E-Mail: ltfisher@bursor.com swestcot@bursor.com BURSOR & FISHER, P.A. Scott A. Bursor (State Bar No. 276006) 888 Seventh Avenue New York, NY 10019 Telephone: (212) 989-9113 Facsimile: (212) 989-9163 E-Mail: scott@bursor.com Attorneys for Plaintiff	FILED FEB 19 2013 RICHARD W. WIEKING CLERK, U.S. DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA OAKLAND
10	Attorneys for Plainiff	
12/	UNITED STATES	DISTRICT COURT
$\begin{array}{c} \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\$	NORTHERN DISTRI	CT OF CALIFORNIA
14		NC NC
15	PATRICK HENDRICKS, individually and on behalf of all others similarly situated,	<b>C13-0729</b>
16	Plaintiff,	ADR
17	v.	CLASS ACTION COMPLAINT
18	STARKIST CO.,	JURY TRIAL DEMANDED
19	Defendant.	
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28	CLASS ACTION COMPLAINT	
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Plaintiff Patrick Hendricks ("Plaintiff") brings this action on behalf of himself and all others similarly situated against Defendant StarKist Co. ("StarKist" or "Defendant"). Plaintiff makes the following allegations pursuant to the investigation of his counsel and based upon information and belief, except as to the allegations specifically pertaining to himself, which are based on personal knowledge.

#### NATURE OF ACTION

1. This is a class action lawsuit on behalf of purchasers of 5-ounce cans of StarKist Chunk Light Tuna in Water, 5-ounce cans of StarKist Solid White Albacore Tuna in Water, 5-ounce cans of StarKist Solid White Albacore Tuna in Vegetable Oil, and 5-ounce cans of StarKist Chunk Light Tuna in Vegetable Oil (collectively, "StarKist Tuna").

2. Plaintiff Hendricks purchased one or more 5-ounce cans of StarKist Chunk Light Tuna in Water, which were underfilled and thus substantially underweight. Independent testing by a laboratory retained by Plaintiff's counsel determined that 5-ounce cans of StarKist Chunk Light Tuna in Water contain an average of only 2.35 ounces of pressed cake tuna when measured precisely according to the methods specified by 21 C.F.R. § 161.190(c). This is 17.3% below the federally mandated minimum standard of fill of 2.84 ounces for these cans. See 21 C.F.R. § 161.190(c)(2)(i)-(xii). StarKist is cheating purchasers by providing 17.3% less tuna than purchasers are paying for.

The same laboratory tests revealed that 5-ounce cans of StarKist Solid White 3. Albacore Tuna in Water contain an average of only 3.01 ounces of pressed cake tuna, which is 6.8% below the federally mandated minimum standard of fill of 3.23 ounces for these cans. Id. These tests also revealed that 5-ounce cans of StarKist Solid White Albacore Tuna in Vegetable Oil contain an average of only 3.11 ounces of pressed cake tuna, which is 3.7% below the federally mandated minimum standard of fill of 3.23 ounces for these cans. Id. Finally, these tests revealed that 5-ounce cans of StarKist Chunk Light Tuna in Vegetable Oil contain an average of only 2.81 ounces of pressed cake tuna, which is 1.1% below the federally mandated minimum standard of fill of 2.84 ounces for these cans. Id.

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4. Plaintiff Hendricks asserts claims on behalf of himself and a nationwide class of purchasers of StarKist Tuna, for breach of express warranty, breach of the implied warranty of merchantability, breach of the implied warranty of fitness for a particular purpose, unjust enrichment, violation of the California Consumer Legal Remedies Act ("CLRA"), violation of the California Unfair Competition Law ("UCL"), violation of the California False Advertising Law ("FAL"), negligent misrepresentation, and fraud.

#### **PARTIES**

Plaintiff Patrick Hendricks is a citizen of California who resides in Oakland,
 California.

6. Defendant StarKist Co. is a Delaware corporation with its principal place of business in Pittsburgh, Pennsylvania. StarKist is engaged in the processing, packaging, and distribution of canned tuna products.

7. Whenever reference is made in this Complaint to any representation, act, omission, or transaction of StarKist, that allegation shall mean that StarKist did the act, omission, or transaction through its officers, directors, employees, agents, and/or representatives while they were acting within the actual or ostensible scope of their authority.

#### JURISDICTION AND VENUE

8. This Court has subject matter jurisdiction pursuant to 28 U.S.C. § 1332(d)(2)(A) because this case is a class action where the aggregate claims of all members of the proposed class are in excess of \$5,000,000.00, exclusive of interest and costs, and Plaintiff, as well as most members of the proposed class, are citizens of states different from Defendant. This Court also has supplemental jurisdiction over state law claims pursuant to 28 U.S.C. § 1367.

9. Pursuant to 28 U.S.C. § 1391, this Court is the proper venue for this action because a substantial part of the events, omissions, and acts giving rise to the claims herein occurred in this District. Plaintiff Hendricks is a citizen of California, resides in this District, and purchased StarKist Tuna from Defendant in this District. Moreover, Defendant distributed, advertised, and sold StarKist Tuna, which is the subject of the present complaint, in this District.

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#### **CLASS REPRESENTATION ALLEGATIONS**

10. Plaintiff seeks to represent a class defined as all persons in the United States who purchased StarKist Tuna (the "Class"). Excluded from the Class are persons who made such purchase for purpose of resale.

11. Plaintiff also seeks to represent a subclass of all Class members who purchased StarKist Tuna in California (the "California Subclass").

12. Members of the Class and Subclass are so numerous that their individual joinder herein is impracticable. On information and belief, members of the Class and Subclass number in the hundreds of thousands. The precise number of Class members and their identities are unknown to Plaintiff at this time but may be determined through discovery. Class members may be notified of the pendency of this action by mail and/or publication through the distribution records of Defendant and third party retailers and vendors.

13. Common questions of law and fact exist as to all Class members and predominate over questions affecting only individual Class members. Common legal and factual questions include, but are not limited to: whether StarKist Tuna is underfilled and thus substantially underweight; whether Defendant warranted that StarKist Tuna contained an adequate amount of tuna for a 5-ounce can; whether Defendant warranted that StarKist Tuna is legal for sale in the United States; whether Defendant breached these warranties; and whether Defendant committed statutory and common law fraud by doing so.

14. The claims of the named Plaintiff are typical of the claims of the Class in that the named Plaintiff purchased StarKist Tuna in reliance on the representations and warranties described above, and suffered a loss as a result of that purchase.

15. Plaintiff is an adequate representative of the Class and Subclass because his interests do not conflict with the interests of the Class members he seeks to represent, he has retained competent counsel experienced in prosecuting class actions, and he intends to prosecute this action vigorously. The interests of Class members will be fairly and adequately protected by Plaintiff and his counsel.

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The class mechanism is superior to other available means for the fair and efficient 16. 1 2 adjudication of the claims of Class and Subclass members. Each individual Class member may 3 lack the resources to undergo the burden and expense of individual prosecution of the complex and extensive litigation necessary to establish Defendant's liability. Individualized litigation increases 4 5 the delay and expense to all parties and multiplies the burden on the judicial system presented by 6 the complex legal and factual issues of this case. Individualized litigation also presents a potential 7 for inconsistent or contradictory judgments. In contrast, the class action device presents far fewer 8 management difficulties and provides the benefits of single adjudication, economy of scale, and 9 comprehensive supervision by a single court on the issue of Defendant's liability. Class treatment 10 of the liability issues will ensure that all claims and claimants are before this Court for consistent 11 adjudication of the liability issues. 12 COUNT I 13 **Breach Of Express Warranty** 14 17. Plaintiff hereby incorporates by reference the allegations contained in all preceding

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paragraphs of this complaint.

18. Plaintiff brings this claim individually and on behalf of the members of the proposed Class against Defendant.

18 19. Defendant, as the designer, manufacturer, marketer, distributor, and/or seller,
19 expressly warranted that StarKist Tuna contained an adequate amount of tuna for a 5-ounce can
20 and that StarKist Tuna is legal for sale in the United States.

21 20. In fact, StarKist Tuna is not fit for such purposes because each of these express
22 warranties is false. Particularly, StarKist Tuna is underfilled and thus substantially underweight,
23 does not contain an adequate amount of tuna for a 5-ounce can, and is illegal for sale in the United
24 States.

25 21. As a direct and proximate cause of Defendant's breach of express warranty, Plaintiff
26 and Class members have been injured and harmed because: (a) they would not have purchased
27 StarKist Tuna on the same terms if the true facts were known concerning its quantity and failure to
28 comply with FDA regulations; (b) they paid a price premium for StarKist Tuna due to Defendant's

CLASS ACTION COMPLAINT

promises that it contained an adequate amount of tuna for a 5-ounce can; and (c) StarKist Tuna did 1 2 not have the characteristics, ingredients, uses, benefits, or quantities as promised. 3 **COUNT II** 4 **Breach Of Implied Warranty Of Merchantability** Plaintiff hereby incorporates by reference the allegations contained in all preceding 5 22. 6 paragraphs of this complaint. 7 Plaintiff brings this claim individually and on behalf of the members of the 23. 8 proposed Class against Defendant. 9 Defendant, as the designer, manufacturer, marketer, distributor, and/or seller, 24. impliedly warranted that StarKist Tuna contained an adequate amount of tuna for a 5-ounce can 10 11 and that StarKist Tuna is legal for sale in the United States. 12 25. Defendant breached the warranty implied in the contract for the sale of StarKist 13 Tuna because it could not pass without objection in the trade under the contract description, the 14 goods were not of fair average quality within the description, and the goods were unfit for their intended and ordinary purpose because StarKist Tuna is underfilled and thus substantially 15 underweight, does not contain an adequate amount of tuna for a 5-ounce can, and is illegal for sale 16 17 in the United States. As a result, Plaintiff and Class members did not receive the goods as 18 impliedly warranted by Defendant to be merchantable. 19 Plaintiff and Class members purchased StarKist Tuna in reliance upon Defendant's 26. skill and judgment and the implied warranties of fitness for the purpose. 20 StarKist Tuna was not altered by Plaintiff or Class members. 21 27. StarKist Tuna was defective when it left the exclusive control of Defendant. 22 28. Defendant knew that StarKist Tuna would be purchased and used without additional 23 29. 24 testing by Plaintiff and Class members. StarKist Tuna was defectively designed and unfit for its intended purpose, and 25 30. Plaintiff and Class members did not receive the goods as warranted. 26 As a direct and proximate cause of Defendant's breach of the implied warranty, 27 31. Plaintiff and Class members have been injured and harmed because: (a) they would not have 28 5 CLASS ACTION COMPLAINT

purchased StarKist Tuna on the same terms if the true facts were known concerning its quantity and failure to comply with FDA regulations; (b) they paid a price premium for StarKist Tuna due to Defendant's promises that it contained an adequate amount of tuna for a 5-ounce can; and (c) StarKist Tuna did not have the characteristics, ingredients, uses, benefits, or quantities as promised.

#### COUNT III

#### Breach Of Implied Warranty Of Fitness For A Particular Purpose

32. Plaintiff hereby incorporates by reference the allegations contained in all preceding paragraphs of this complaint.

33. Plaintiff brings this claim individually and on behalf of the members of the proposed Class against Defendant.

34. Defendant marketed, distributed, and/or sold StarKist Tuna with implied warranties that it was fit for its intended purposes in that it contained an adequate amount of tuna for a 5-ounce can and that StarKist Tuna is legal for sale in the United States. At the time that StarKist Tuna was sold, Defendant knew or had reason to know that Plaintiff and Class members were relying on Defendant's skill and judgment to select or furnish a product that was suitable for sale.

35. Plaintiff and Class members purchased StarKist Tuna in reliance upon Defendant's implied warranties.

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36. StarKist Tuna was not altered by Plaintiff or Class members.

37. As a direct and proximate cause of Defendant's breach of the implied warranty, Plaintiff and Class members have been injured and harmed because: (a) they would not have purchased StarKist Tuna on the same terms if the true facts were known concerning its quantity and failure to comply with FDA regulations; (b) they paid a price premium for StarKist Tuna due to Defendant's promises that it contained an adequate amount of tuna for a 5-ounce can; and (c) StarKist Tuna did not have the characteristics, ingredients, uses, benefits, or quantities as promised.

#### COUNT IV

#### Unjust Enrichment

38. Plaintiff hereby incorporates by reference the allegations contained in all preceding paragraphs of this complaint.

CLASS ACTION COMPLAINT

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39. Plaintiff brings this claim individually and on behalf of the members of the proposed Class against Defendant.

40. Plaintiff and Class members conferred benefits on Defendant by purchasing StarKist Tuna.

41. Defendant has been unjustly enriched in retaining the revenues derived from Plaintiff and Class members' purchases of StarKist Tuna. Retention of those moneys under these circumstances is unjust and inequitable because Defendant misrepresented that StarKist Tuna contained an adequate amount of tuna for a 5-ounce can and that StarKist Tuna is legal for sale in the United States. These misrepresentations caused injuries to Plaintiff and Class members because they would not have purchased StarKist Tuna if the true facts were known.

Because Defendant's retention of the non-gratuitous benefits conferred on them by 42. Plaintiff and Class members is unjust and inequitable, Defendant must pay restitution to Plaintiff and Class members for its unjust enrichment, as ordered by the Court.

#### COUNT V

#### Violation Of California's Consumers Legal Remedies Act,

#### California Civil Code §§ 1750, et seq.

Plaintiff hereby incorporates by reference the allegations contained in all preceding 43. paragraphs of this complaint.

Plaintiff brings this claim individually and on behalf of the members of the 44. proposed California Subclass against Defendant.

California's Consumers Legal Remedies Act, Cal. Civ. Code § 1770(a)(5), prohibits 45. "[r]epresenting that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities which they do not have or that a person has a sponsorship, approval, status, affiliation, or connection which he or she does not have."

Defendant violated this provision by misrepresenting that StarKist Tuna contained 46. an adequate amount of tuna for a 5-ounce can and that StarKist Tuna is legal for sale in the United States.

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CLASS ACTION COMPLAINT

47. Plaintiff and the California Subclass suffered injuries caused by Defendant because: (a) they would not have purchased StarKist Tuna on the same terms if the true facts were known concerning its quantity and failure to comply with FDA regulations; (b) they paid a price premium for StarKist Tuna due to Defendant's promises that it contained an adequate amount of tuna for a 5-ounce can; and (c) StarKist Tuna did not have the characteristics, ingredients, uses, benefits, or quantities as promised.

48. On or about January 9, 2013, prior to filing this action, a CLRA notice letter was served on Defendant which complies in all respects with California Civil Code § 1782(a). Plaintiff Hendricks sent StarKist a letter via certified mail, return receipt requested, advising StarKist that it is in violation of the CLRA and demanding that it cease and desist from such violations and make full restitution by refunding the monies received therefrom. A true and correct copy of Plaintiff Hendrick's letter is attached hereto as Exhibit A.

49. Wherefore, Plaintiff seeks damages, restitution, and injunctive relief for this violation of the CLRA.

#### <u>COUNT VI</u>

#### Violation Of California's Unfair Competition Law,

California Business & Professions Code §§ 17200, et seq.

50. Plaintiff hereby incorporates by reference the allegations contained in all preceding paragraphs of this complaint.

51. Plaintiff brings this claim individually and on behalf of the members of the proposed California Subclass against Defendant.

52. Defendant is subject to California's Unfair Competition Law, Cal. Bus. & Prof. Code §§ 17200, *et seq*. The UCL provides, in pertinent part: "Unfair competition shall mean and include unlawful, unfair or fraudulent business practices and unfair, deceptive, untrue or misleading advertising ....."

53. Defendant's misrepresentations and other conduct, described herein, violated the "unlawful" prong of the UCL by violating the CLRA as described herein; the FAL as described herein; and Cal. Com. Code § 2607.

CLASS ACTION COMPLAINT

54. Defendant's misrepresentations and other conduct, described herein, violated the "unfair" prong of the UCL in that their conduct is substantially injurious to consumers, offends public policy, and is immoral, unethical, oppressive, and unscrupulous, as the gravity of the conduct outweighs any alleged benefits.

55. Defendant violated the "fraudulent" prong of the UCL by making misrepresentations about StarKist Tuna, as described herein.

56. Plaintiff and the California Subclass lost money or property as a result of Defendant's UCL violations because: (a) they would not have purchased StarKist Tuna on the same terms if the true facts were known concerning its quantity and failure to comply with FDA regulations; (b) they paid a price premium for StarKist Tuna due to Defendant's promises that it contained an adequate amount of tuna for a 5-ounce can; and (c) StarKist Tuna did not have the characteristics, ingredients, uses, benefits, or quantities as promised.

#### COUNT VII

#### Violation Of California's False Advertising Law,

#### California Business & Professions Code §§ 17500, et seq.

57. Plaintiff hereby incorporates by reference the allegations contained in all preceding paragraphs of this complaint.

58. Plaintiff brings this claim individually and on behalf of the members of the proposed California Subclass against Defendant.

59. California's False Advertising Law, Cal. Bus. & Prof. Code §§ 17500, et seq., makes it "unlawful for any person to make or disseminate or cause to be made or disseminated before the public in this state, ... in any advertising device ... or in any other manner or means whatever, including over the Internet, any statement, concerning ... personal property or services, professional or otherwise, or performance or disposition thereof, which is untrue or misleading and which is known, or which by the exercise of reasonable care should be known, to be untrue or misleading."

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CLASS ACTION COMPLAINT

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60. Defendant committed acts of false advertising, as defined by §17500, by misrepresenting that StarKist Tuna contained an adequate amount of tuna for a 5-ounce can and that StarKist Tuna is legal for sale in the United States.

61. Defendant knew or should have known, through the exercise of reasonable care that their representations about StarKist Tuna were untrue and misleading.

62. Defendant's actions in violation of § 17500 were false and misleading such that the general public is and was likely to be deceived.

Plaintiff and the California Subclass lost money or property as a result of 63. Defendant's FAL violations because: (a) they would not have purchased StarKist Tuna on the same terms if the true facts were known concerning its quantity and failure to comply with FDA regulations; (b) they paid a price premium for StarKist Tuna due to Defendant's promises that it contained an adequate amount of tuna for a 5-ounce can; and (c) StarKist Tuna did not have the characteristics, ingredients, uses, benefits, or quantities as promised.

#### COUNT VIII

#### **Negligent Misrepresentation**

Plaintiff hereby incorporates by reference the allegations contained in all preceding 64. paragraphs of this complaint.

Plaintiff brings this claim individually and on behalf of the members of the 65. proposed Class against Defendant.

As discussed above, Defendant misrepresented that StarKist Tuna contained an 66. adequate amount of tuna for a 5-ounce can and that StarKist Tuna is legal for sale in the United States. Defendant had a duty to disclose this information.

At the time Defendant made these representations, Defendant knew or should have 67. known that these representations were false or made them without knowledge of their truth or veracity.

At an absolute minimum, Defendant negligently misrepresented and/or negligently 68. omitted material facts about StarKist Tuna.

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CLASS ACTION COMPLAINT

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1	69.	The negligent misrepresentations and omissions made by Defendant, upon which		
2	Plaintiff and Class members reasonably and justifiably relied, were intended to induce and actually			
3	induced Plaintiff and Class members to purchase StarKist Tuna.			
4	70.	Plaintiff and Class members would not have purchased StarKist Tuna if the true		
5	facts had been known.			
6	71.	The negligent actions of Defendant caused damage to Plaintiff and Class members,		
7	who are entitled to damages and other legal and equitable relief as a result.			
8	<u>COUNT IX</u>			
9		Fraud		
10	72.	Plaintiff hereby incorporates by reference the allegations contained in all preceding		
11	paragraphs o	of this complaint.		
12	73.	Plaintiff brings this claim individually and on behalf of the members of the		
13	proposed Cla	ass against Defendant.		
14	74.	As discussed above, Defendant provided Plaintiff and Class members with false or		
15	misleading material information and failed to disclose material facts about StarKist Tuna, including			
16	but not limit	ed to the fact that it contained an adequate amount of tuna for a 5-ounce can and that		
17	StarKist Tuna is legal for sale in the United States. These misrepresentations and omissions were			
18	made with k	nowledge of their falsehood.		
19	75.	The misrepresentations and omissions made by Defendant, upon which Plaintiff and		
20	Class members reasonably and justifiably relied, were intended to induce and actually induced			
21	Plaintiff and	Class members to purchase StarKist Tuna.		
22	76.	The fraudulent actions of Defendant caused damage to Plaintiff and Class members,		
23	who are enti	tled to damages and other legal and equitable relief as a result.		
24		PRAYER FOR RELIEF		
25	WHEREFORE, Plaintiff, individually and on behalf of all others similarly situated, seeks			
26	judgment ag	ainst Defendant, as follows:		
27	a.	For an order certifying the nationwide Class and the Subclass under Rule 23 of the		
28		Federal Rules of Civil Procedure and naming Plaintiff as representative of the Class		
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	and Subclass and Plaintiff's a	ttorneys as Class Counsel to represent the Class a		
	Subclass members;			
b.	For an order declaring the De	fendant's conduct violates the statutes referenced		
	herein;			
с.	For an order finding in favor	of Plaintiff, the nationwide Class, and the Subclas		
	all counts asserted herein;			
d.	For compensatory and punitiv	For compensatory and punitive damages in amounts to be determined by the Cou		
	and/or jury;			
e.	For prejudgment interest on all amounts awarded;			
f.	For an order of restitution and all other forms of equitable monetary relief;			
g.	For injunctive relief as pleade	d or as the Court may deem proper; and		
h.	For an order awarding Plainti	ff and the Class and Subclass his reasonable attor		
	fees and expenses and costs o	f suit.		
	DEMAND F	OR TRIAL BY JURY		
Plai	ntiff demands a trial by jury of al	l issues so triable.		
Dated: Feb	ruary 19, 2013	Respectfully submitted,		
		BURSOR & FISHER, P.A.		
		By: <u>2. Tinter</u> Fisher L. Timothy Fisher		
		L. Timothy Fisher (State Bar No. 191626) Sarah N. Westcot (State Bar No. 264916) 1990 North California Boulevard, Suite 940 Walnut Creek, CA 94596 Telephone: (925) 300-4455 Facsimile: (925) 407-2700 E-Mail: ltfisher@bursor.com swestcot@bursor.com		

BURSOR & FISHER, P.A. Scott A. Bursor (State Bar No. 276006) 888 Seventh Avenue				
888 Seventh Avenue New York, NY 10019				
New York, NY 10019 Telephone: (212) 989-9113 Facsimile: (212) 989-9163 E-Mail: scott@bursor.com				
Attorneys for Plaintiff				

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2	I, Patrick Hendricks, declare as follows:	
3	1. I am a plaintiff in this action and a citizen of the State of California. I have personal	
4	knowledge of the facts stated herein and, if called as a witness, I could and would testify	
5	competently thereto.	
6	2. The complaint filed in this action is filed in the proper place for trial under	
7	California Civil Code Section 1780(d) in that Defendant conducts a substantial amount of business	
8	in this District.	
9	3. While living in California. I purchased one or more 5-ounce cans of StarKist Chunk	
10	Light Tuna in Water for my household and for my personal use. 1 purchased StarKist Chunk Light	
11	Tuna in Water after I read the label on the can that said it contained an adequate amount of tuna for	
12	a 5-ounce can. The representations on the label were substantial factors influencing my decision to	
13	purchase StarKist Chunk Light Tuna in Water. I would not have purchased StarKist Chunk Light	
14	Tuna in Water had I known that the cans were underfilled and underweight.	
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16	I declare under the penalty of perjury under the laws of the State of California that the	
17	foregoing is true and correct, executed on February $\frac{15}{15}$ , 2013 at Oakland, California.	
18 19		
20	And tenan	)
21	PATRICK HENDRICKS	
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EXHIBIT A

## **BURSOR FISHER**

1990 NORTH CALIFORNIA BLVD. SUITE 940 WALNUT CREEK, CA 94596-7351 <u>www.bursor.com</u> L. TIMOTHY FISHER Tel: 925.300.4455 Fax: 925.407.2700 ltfisher@bursor.com

January 9, 2013

#### Via Certified Mail – Return Receipt Requested

StarKist Co. 225 N. Shore Dr., Ste. 400 Pittsburgh, PA 15212

Re: Demand Letter Pursuant to California Civil Code § 1782

To Whom It May Concern:

This letter serves as a preliminary notice and demand for corrective action by StarKist Co. ("StarKist") pursuant to the provisions of California Civil Code § 1782, on behalf of our client, Patrick Hendricks, and a class of all similarly situated purchasers of StarKist Chunk Light Tuna in Water (the "Class").



Our client purchased one or more 5-ounce cans of StarKist Chunk Light Tuna in Water, which were underfilled and thus substantially underweight. Independent testing by a laboratory retained by our firm determined that 5-ounce cans of StarKist Chunk Light Tuna in Water contain an average of only 2.35 ounces of pressed cake tuna when measured precisely according to the methods specified by 21 C.F.R. § 161.190(c). This is 17.3% below the federally mandated minimum standard of fill for these 5-ounce cans. *See* 21 C.F.R. § 161.190(c)(2)(i)-(xii). StarKist is cheating purchasers by providing 17.3% less tuna than purchasers are paying for.

By systematically underfilling and selling short-weighted cans of StarKist Chunk Light Tuna in Water, StarKist has violated and continues to violate subsection (a)(5) of the Consumers Legal Remedies Act, Civil Code § 1770, which prohibits representing that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities which they do not have.

### BURSOR & FISHER

PAGE 2

On behalf of our client and the Class, we hereby demand that StarKist immediately (1) cease and desist from continuing to underfill and sell short-weighted cans of tuna; (2) issue an immediate recall of these underfilled, short-weighted cans; and (3) make full restitution to all purchasers of StarKist tuna of all purchase money obtained from sales thereof.

We also demand that StarKist preserve all documents and other evidence which refer or relate to any of the above-described practices including, but not limited to, the following:

- 1. All documents concerning the packaging, canning, and manufacturing process for StarKist Chunk Light Tuna in Water;
- 2. All documents concerning the measurements of the quantity of tuna in StarKist Chunk Light Tuna in Water;
- 3. All standard of fill tests conducted on StarKist Chunk Light Tuna in Water;
- 4. All documents concerning the pricing, advertising, marketing, and/or sale of StarKist Chunk Light Tuna in Water;
- 5. All communications with customers concerning complaints or comments concerning the underfilling, short-weighting, or otherwise referencing the quantity of tuna in StarKist Chunk Light Tuna in Water.

If StarKist contends that any statement in this letter is inaccurate in any respect, please provide us with your contentions and supporting documents immediately upon receipt of this letter.

This letter also serves as a thirty (30) day notice and demand requirement under § 1782 for damages. Accordingly, should StarKist fail to rectify the situation on a class-wide basis within 30 days of receipt of this letter, we will seek actual damages, plus punitive damages, interest, attorneys' fees and costs.

Please contact me right away if you wish to discuss an appropriate way to remedy this matter. If I do not hear from you promptly, I will take that as an indication that you are not interested in doing so.

Very truly yours,

2. Tinter Fisher

L. Timothy Fisher

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JS 44 (Rev. 12/12) cand rev (1/15/13)

**CIVIL COVER SHEET** 

The JS 44 givil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

I. (a) PLAINTIFFS PATRICK HENDRICKS situated.	, individually and on be	half of all others simi	DEFENDANTS STARKIST CO.	5	
(b) County of Residence (	of First Listed Plaintiff ( EXCEPT IN U.S. PLAINTIFF C	Astronolo Astros	NOTE IN LAND C	e of First Listed Defendant IN U.S. PLAINTIFF CASES ON ONDEMNATION CASES, USE T T OF LAND INVOLVED.	
(c) Attorneys (Firm Name, L. Timothy Fisher, Burso Suite 940, Walnut Creek		North California Bive	d., Attorneys (if Known)		
II. BASIS OF JURISD	ICTION (Place an "X" in (	Drie Bax Onlyj	IL CITIZENSHIP OF P	RINCIPAL PARTIES	Place on "X" in One Box for Plaintiff
D 1 U.S. Government Plaintiff	U.S. Generation	Not a Party)		TF DEB 1 D I Incorporated or Pr of Russness In T	
D 2 U.S. Government Defendant	2 4 Diversity Indicate Chinand	ntp of Parties in Ison []])	Citizen of Another State	A Incorporated and a of Business In     S 3 Foreign Nation	
IV. NATURE OF SUI	T (Diana an """" an Oran Bar 11	L	Foreign Country		
DOMENOS			In the contract of the second	PANIS HIGTOY	CHILL STATETS
110 Instrumce     120 Marine     120 Marine     130 Miller Act     140 Negatible Instrument     150 Recovery of Overpayment     & Enforcement of Judgmen     151 Medicare Act     152 Recovery of Defaulted	330 Fadoral Employers' Liability	PRRSONAL INJURY 365 Personal lajury - Product Liability 367 Health Care' Pharmagentical Personal lajury Product Liability 0 368 Asbestes Personal	<ul> <li>G25 Drug Related Seimire of Property 21 USC 881</li> <li>G90 Other</li> </ul>	<ul> <li>☐ 422: Appeal 28 USC 158</li> <li>☐ 423 Withdrawal 28 USC 157</li> <li>PHOPERTY BEGHTS</li> <li>☐ 820 Copyrights</li> <li>☐ 830 Patent</li> <li>☐ 840 Trademark</li> </ul>	375 Falac Claims Act     400 State Reapportionment     410 Antitust     410 Antitust     430 Banks and Bankurg     340 Commune     450 Commune     460 Deportation     7470 Racketeer Influenced and     Corrupt Organizations
Stadent Loures (Excludes Veterana) (5) IS3 Recovery of Overpayment of Veteran's Benefits (160 Stoetholders' Suits (190 Other Contract (195 Contract Product Liability (196 Franchise	<ul> <li>□ 340 Marune</li> <li>□ 345 Marune Product Linbility</li> <li>□ 350 Motor Vuhicle</li> <li>□ 355 Motor Vuhicle Product Linbility</li> <li>□ 360 Other Porsonal Lajary</li> <li>□ 362 Personal Injury - Medical Malpractice</li> </ul>	Ingury Product Liability PERSONAL PROPERT 3 370 Other Frand 3 371 Truth in Londing 3 380 Other Personal Property Damage 3 385 Property Damago Product Liability	LABOE 7 10 Fair Labor Standards Aot 7 20 Labor/Management Relations 7 40 Railway Labor Act 7 51 Family and Medical Leave Act 7 90 Other Labor Litiganosi	SOCIAL SECURITY 7 861 HIA (1395ff) 7 862 Black Luag (923) 1 863 DIW(2DFWV (40)(g)) 7 864 SSID Title XVI 7 865 RSI (405(g))	<ul> <li>T-380 Consumer Credit</li> <li>400 Cable/Sat TV</li> <li>850 Securities/Commodules- Exchange</li> <li>800 Other Statistory Actions</li> <li>891 Agricultural Acts</li> <li>892 Environmental Matters</li> <li>925 Freedom of Information Act</li> <li>896 Arbitranon</li> </ul>
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290 All Other Real Property	445 Amer w/Disabilitios - Engloyment     446 Amer w/Disabilities - Other     446 Amer w/Disabilities - Other     448 Education	☐ 535 Death Panalty Other: ☐ 546 Mandamate & Other ☐ 550 Civil Rights ☐ 555 Prison Condition ☐ 560 Civil Deatimes -	IMMIGRATION 1462 Naturalization Application 465 Other Immigration Actions		
		Conditions of			
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VI. CAUSE OF ACTIO	ON 28 U.S.C. Section Brief description of ca	1332 (d)(2)(A)	films (Do not cite jurisdictional stat	ustes unless diversity;	$\wedge$
VII. REQUESTED IN		IS A CLASS ACTION	DEMAND S	1	if demanded in complaini
COMPLAINT: VIII. RELATED CAS IF ANY		JUDGE		JURY DEMAND	X Kes D No
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02/19/2013 IX. DIVISIONAL ASSIGNMEN	T (Civit L.R. 3-2)	Y. 12	2-4-		
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