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12 **UNITED STATES DISTRICT COURT**
13 **NORTHERN DISTRICT OF CALIFORNIA**
14 **SAN FRANCISCO DIVISION**

15 DAVID SWARTZ, CRISTINA SALGADO,
16 and MARCELO MUTO, on behalf of
17 themselves and those similarly situated,

18 Plaintiffs,

19 v.

20 THE COCA-COLA COMPANY,
21 BLUETRITON BRANDS, INC., and
22 NIAGARA BOTTLING, LLC,

23 Defendants.

24 SIERRA CLUB,
25 Plaintiff,

26 v.

27 THE COCA-COLA COMPANY and
28 BLUETRITON BRANDS, INC.,

Defendants.

Case No. 3:21-cv-04643-JD

**DEFENDANTS' REPLY IN SUPPORT
OF CONSOLIDATED MOTION TO
DISMISS**

Date: June 30, 2022

Time: 10:00 a.m.

Judge: Hon. James Donato

Courtroom: 11, 19th Floor

TABLE OF CONTENTS

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

	Page
I. INTRODUCTION	1
II. ARGUMENT	2
A. Plaintiffs’ Opposition Does Not Salvage Their Deceptive Practices Allegations.	2
1. Plaintiffs Do Not Meaningfully Contest the Legal Definition of “Recyclable.”	2
2. Plaintiffs’ Definition of “100% Recyclable” Fails the Reasonable Consumer Test.	3
3. Allegations About Third-Party Website Claims Do Not Support Plaintiffs’ Interpretation of “100% Recyclable.”	5
4. Plaintiffs Do Not Plausibly Allege that the Components of Defendants’ Packaging Cannot Be Recycled by 60% of Californians Who Buy Them.	6
B. The Consumer Plaintiffs Lack Standing Because They Fail To Allege an Injury-in-Fact.	7
C. The Consumer Plaintiffs Lack Standing To Pursue Injunctive Relief.	8
D. Plaintiffs’ Other Claims Fail for Additional Reasons.	8
1. Conclusory Allegations Cannot Sustain Plaintiffs’ Fraud Claim.	8
2. Plaintiffs’ UCL Claims Fail To Plausibly Allege Any Underlying Violation.....	9
E. Sierra Club’s Use of Its Resources in Furtherance of Its Organizational Mission Does Not Provide Standing.	9
III. CONCLUSION	10

TABLE OF AUTHORITIES

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Page(s)

Cases

Aranda v. CitiMortgage Inc.,
2013 WL 12182677 (C.D. Cal. May 13, 2013) 9

Becerra v. Dr Pepper/Seven Up, Inc.,
945 F.3d 1225 (9th Cir. 2019)..... 4

Bush v. Rust-Oleum Corp.,
2021 WL 24842 (N.D. Cal. Jan. 4, 2021) 3

Clapper v. Amnesty Int’l, USA,
568 U.S. 398 (2013)..... 10

Davidson v. Kimberly-Clark Corp.,
889 F.3d 956 (9th Cir. 2018)..... 8

Elbaz v. Vitals Int’l Grp.,
2018 WL 5868739 (C.D. Cal. Apr. 10, 2018) 4

Fair Housing Council v. Roommate.com,
666 F.3d 1216 (9th Cir. 2012)..... 9

Fitzhenry-Russell v. Keurig Dr. Pepper Inc.,
345 F. Supp. 3d 1111 (N.D. Cal. 2018) 3

Friends of the Earth v. Sanderson Farms, Inc.,
992 F.3d 939 (9th Cir. 2021)..... 10

Hadley v. Kellogg Sales Co.,
324 F. Supp. 3d 1084 (N.D. Cal. 2018) 7

Hilsley v. Ocean Spray Cranberries, Inc.,
2020 WL 520616 (S.D. Cal. Jan. 31, 2020)..... 7

Jimenez v. Tsai,
2017 WL 2423186 (N.D. Cal. June 5, 2017) 10

Klein v. Chevron U.S.A., Inc.,
137 Cal. Rptr. 3d 293 (2012) 9

Kwikset Corp. v. Superior Ct.,
51 Cal. 4th 310 (2011) 5

TABLE OF AUTHORITIES

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Page(s)

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666 F.3d 581 (9th Cir 2012)..... 7

Moore v. Trader Joe’s Co.,
4 F.4th 874 (9th Cir. 2021)..... 4

Moreno v. Vi-Jon, LLC,
2021 WL 5771229 (S.D. Cal. Dec. 6, 2021)..... 4

Prescott v. Nestle USA, Inc.,
2022 WL 1062050 (N.D. Cal. Apr. 8, 2022) 4

Pulaski & Middleman, LLC v. Google, Inc.,
802 F.3d 979 (9th Cir. 2015)..... 7

Smith v. Keurig Green Mountain, Inc.,
393 F. Supp. 3d 837 (N.D. Cal. 2019) 2, 3

Smith v. Pac. Props. & Dev. Corp.,
358 F.3d 1097 (9th Cir. 2004)..... 9

Thomas v. Costco Wholesale Corp.,
2022 WL 636637 (9th Cir. Mar. 4, 2022) 4

Wallace v. ConAgra Foods, Inc.,
747 F.3d 1025 (8th Cir. 2014)..... 7

Statutes

Cal. Pub. Res. Code § 42355 9

Cal. Pub. Res. Code § 42355.5 9

Regulations

16 C.F.R. § 260.12(a)..... 2

16 C.F.R. § 260.12(c)..... 5

1 **I. INTRODUCTION**¹

2 Rather than use their Opposition to clarify their strained definition of “recyclable,” Plaintiffs
 3 stretch that definition even further. Defendants’ Motion to Dismiss explains that the plain meaning
 4 of “recyclable” is that an item is *able* to be recycled. This definition is consistent with the Green
 5 Guides and the EMCA and is in lock-step with the common-sense understanding and dictionary
 6 definition of the term. Plaintiffs concede that the Green Guides govern the definition of “recyclable,”
 7 and that “PET recycling may be available to 60% of consumers” where Defendants’ products are
 8 sold. Opp’n at 19–20.² In short, Plaintiffs admit that Defendants’ products satisfy the Green
 9 Guides’ requirements. That should put an end to Plaintiffs’ claims. But Plaintiffs now theorize
 10 that adding “100%” before the term “recyclable” transforms that word into a promise that 100% of
 11 the packaging not only *will* be recycled if placed in a recycling bin but that it “can be recycled
 12 *again and again*” as part of a “circular plastics economy.” *Id.* at 14. This is such a fanciful
 13 interpretation of “100% Recyclable”—especially given the uncontested meaning of “recyclable”
 14 standing alone—that the Court should dismiss it on the pleadings, as courts routinely do with
 15 unreasonable interpretations of labeling or marketing claims.

16 Plaintiffs also argue that statements on the American Beverage Association (“ABA”) and
 17 Every Bottle Back (“EBB”) websites lend credence to their wild interpretation by stating that
 18 plastics can be recycled and remade into new bottles. But Plaintiffs do not allege that all Defendants
 19 participated in, let alone directed, the EBB initiative, undermining the sufficiency of their
 20 allegations under Rules 8 and 9(b). *See* CAC ¶ 58. Nor do the named plaintiffs even allege they
 21 read or relied on any these statements. *Id.* ¶¶ 58–64, 86–88.

22 Plaintiffs fail to plausibly allege that “100% Recyclable” is inaccurate. They do not allege
 23 that *Californians* lack access to recycling programs that accept Defendants’ packaging. Instead,
 24 they use inapt, nationwide statistics indicating that plastic products *in general* often are not recycled
 25 and suggest that these statistics hold true in California. But these allegations fail to establish that

26 _____
 27 ¹ Unless otherwise stated, all emphasis is added and citations and internal quotation marks are
 28 omitted. Additionally, all defined terms in the opening brief shall have the same definitions here.

² All citations to briefs are to CM/ECF page numbers.

1 any of Defendants’ products cannot be recycled through programs available to 60% of California
 2 customers or communities, which is the relevant standard. Further, the Green Guides permit
 3 unqualified recycling claims, such as “100% Recyclable,” even when “minor incidental
 4 components,” like bottle caps and labels, are not recyclable.

5 Plaintiffs’ definition of “100% Recyclable” is unreasonable, and Plaintiffs allege no facts
 6 suggesting that Californians cannot recycle Defendants’ packaging. Plaintiffs’ claims are not
 7 plausible, and the Court should dismiss them with prejudice.

8 **II. ARGUMENT³**

9 **A. Plaintiffs’ Opposition Does Not Salvage Their Deceptive Practices Allegations.**

10 **1. Plaintiffs Do Not Meaningfully Contest the Legal Definition of** 11 **“Recyclable.”**

12 The Green Guides and EMCA, which Plaintiffs concede control when interpreting the
 13 meaning of “recyclable,” *see* Opp’n at 18–21, unequivocally define “recyclable” as *able* to be
 14 recycled. Plaintiffs’ selective quotations from the Green Guides do not change that a “recyclable”
 15 product is one that “*can be* collected, separated, or otherwise recovered from the waste stream
 16 through an established recycling program for reuse or use in manufacturing or assembling another
 17 item.” 16 C.F.R. § 260.12(a). That these programs are capable of recycling the plastic materials
 18 they collect does not, as Plaintiffs suggest, require that they will always recover every gram of
 19 plastic or even every bottle. This interpretation is not only obvious from a plain reading of the
 20 guidance—“*can be* collected”—but is also supported by the only authorities Plaintiffs cite in their
 21 Opposition that discuss reasonable interpretations of “recyclable” claims: *Smith v. Keurig Green*
 22 *Mountain, Inc.*, 393 F. Supp. 3d 837 (N.D. Cal. 2019), and *Hanscom v. Reynolds Consumer*
 23 *Products, Inc.*, No. 4:21-cv-03434 (N.D. Cal. 2021), Dkt. No. 41. Both decisions relied on the
 24 Green Guides’ definition of “recyclable.” *Smith*, 393 F. Supp. 3d at 845–46; *Hanscom*, No. 4:21-
 25 cv-03434, Dkt. No. 41 at 12–13. The claims in each survived only because the plaintiffs plausibly
 26

27 ³ Defendants respectfully stand on all arguments included in their Motion, including those
 28 arguments not explicitly mentioned in this Reply.

1 alleged that the products *could not* be recycled—something Plaintiffs here have never alleged.
 2 *Smith*, 393 F. Supp. 3d at 842, 845–46 (even if the cups were comprised of recyclable types of
 3 plastic, they were allegedly of a shape and size that made them impossible to recycle);⁴ *Hanscom*,
 4 No. 4:21-cv-03434, Dkt. No. 41 at 6–9 (defendant effectively conceded that its bags were not
 5 recyclable, arguing instead that calling them *recycling* bags did not promise recyclability).⁵

6 Contrary to Plaintiffs’ mischaracterization, Defendants do not suggest that the Green
 7 Guides require only *theoretical* recyclability. Opp’n at 18. Instead, Defendants take the Green
 8 Guides to mean exactly what they say: that products are “recyclable” if consumers have access to
 9 local programs capable of processing them—not, as Plaintiffs suggest, if those programs will
 10 invariably process all of the materials they collect.

11 **2. Plaintiffs’ Definition of “100% Recyclable” Fails the Reasonable**
 12 **Consumer Test.**

13 Plaintiffs argue that adding “100%” to “recyclable” somehow converts the meaning of that
 14 term from “*able to be*” recycled to *will be* recycled “*over and over*” as part of a “circular plastics
 15 economy.” *Id.* at 20–21. This idiosyncratic understanding of “100% Recyclable,” which finds no
 16 support in the Green Guides or any other authority, is not sufficient to plausibly allege the statement
 17 would mislead a reasonable consumer.

18 **a. Courts Routinely Apply the Reasonable Consumer Test at the**
 19 **Pleadings Stage.**

20 Plaintiffs fail to distinguish the many decisions dismissing claims under the reasonable
 21 consumer test on a motion to dismiss. It is well established that when “a court can conclude as a
 22 matter of law that members of the public are not likely to be deceived by the product packaging,

23 ⁴ Moreover, unlike the CAC, the complaint in *Smith* made allegations about recycling capacities in
 24 California supporting the assertion that the coffee pods were never recyclable. *See, e.g., Smith*,
 25 4:18-cv-06690 (N.D. Cal. 2018), Dkt. No. 20 ¶¶ 22, 28–29 (listing guidance from numerous
 26 California localities or waste management companies indicating that single serve coffee pods could
 27 not be recycled at all).

28 ⁵ Plaintiffs’ other cited authorities, *Bush v. Rust-Oleum Corp.*, 2021 WL 24842, at *4–5 (N.D. Cal.
 Jan. 4, 2021), and *Fitzhenry-Russell v. Keurig Dr. Pepper Inc.*, 345 F. Supp. 3d 1111, 1118 (N.D.
 Cal. 2018), are inapposite because they did not consider recycling claims at all and simply
 concluded that the plaintiffs had pleaded enough facts to support the reasonableness of their
 understanding of the labeling claims.

1 dismissal is appropriate” at the pleadings stage. *See, e.g., Elbaz v. Vitals Int’l Grp.*, 2018 WL
2 5868739, at *3 (C.D. Cal. Apr. 10, 2018); Mot. at 21 (collecting cases).⁶

3 Plaintiffs attempt to distinguish *Becerra v. Dr Pepper/Seven Up, Inc.*, 945 F.3d 1225 (9th
4 Cir. 2019), arguing that “diet,” unlike “100% Recyclable,” is a “well understood” “term of art.”
5 Opp’n at 16–17. But they point to no allegations in the CAC to establish that difference. Unlike
6 the conclusory claims here, the plaintiff in *Becerra* actually pleaded facts to support her claims—
7 including the results of a flawed survey showing that consumers agreed with her understanding of
8 “diet”—and the court *still* dismissed those claims. 945 F.3d at 1230–31.

9 Plaintiffs also mischaracterize *Moore v. Trader Joe’s Co.*, 4 F.4th 874 (9th Cir. 2021),
10 suggesting it applies only to disclaimers on labels. Opp’n at 17. In fact, *Moore* held that a consumer
11 must consider all available information—whether on or off the label—before concluding that their
12 own idiosyncratic understanding of the label is correct. 4 F.4th at 883. There, the plaintiffs could
13 not assume “100% Manuka Honey” promised the honey would contain exclusively pollen from the
14 Manuka flower because that assumption was unreasonable given other available information: the
15 product’s Manuka honey rating, its relatively low price compared to higher-purity products, and
16 the fact that bees cannot be directed to avoid other types of flowers. *Id.* at 882–83. Plaintiffs’
17 interpretation of “100% Recyclable” is similarly unreasonable given the established meaning of
18 “recyclable” as “able to be recycled,” and given Plaintiffs’ own allegations that it is impossible to
19 recycle every molecule of even the “most recyclable” plastic materials. CAC ¶ 42.

20 **b. Reasonable Consumers Would Not Understand “100%
21 Recyclable” to Promise 100% of the Packaging *Will Be* Recycled.**

22 Plaintiffs’ understanding of “100% Recyclable” as a promise that the entirety of the
23 packaging *will* be recycled and “can be recycled *again and again*” contradicts their own admissions
24 and is so fanciful that it warrants dismissal. *Moore*, 4 F.4th at 884. Plaintiffs have conceded that
25 the definition of “recyclable” under the Green Guides and California law considers the extent to

26 _____
27 ⁶ *See also Prescott v. Nestlé USA, Inc.*, 2022 WL 1062050, at *5–6 (N.D. Cal. Apr. 8, 2022);
28 *Thomas v. Costco Wholesale Corp.*, 2022 WL 636637, at *2 (9th Cir. Mar. 4, 2022); *Moreno v. Vi-
Jon, LLC*, 2021 WL 5771229, at *8 (S.D. Cal. Dec. 6, 2021).

1 which materials are able to be recycled by local recycling programs and that these controlling
 2 authorities permit unqualified recyclable claims “even if less than 100% of the product is
 3 recyclable—i.e. minor or incidental portions.” *See* Opp’n at 20. Plaintiffs assert that Defendants’
 4 use of “100%” places their products outside the bounds of these authorities because Defendants’
 5 caps and labels cannot be recycled. But “100% Recyclable” is an unqualified recycling claim, and,
 6 even if Plaintiffs had plausibly alleged that Defendants’ caps and labels are not recyclable (which
 7 they have not), the Green Guides expressly permit such claims even when “minor incidental
 8 components” are not recyclable. 16 C.F.R. § 260.12(c).⁷ Because “100% Recyclable” does not
 9 itself mean that the entirety of a product *will be* recycled—let alone “recycled again and again”—
 10 there is nothing in the label’s text from which Plaintiffs can draw their alleged understanding.

11 **3. Allegations About Third-Party Website Claims Do Not Support**
 12 **Plaintiffs’ Interpretation of “100% Recyclable.”**

13 While Plaintiffs allege that the “‘Every Bottle Back’ initiative” and claims on the EBB and
 14 ABA websites support their fanciful understanding of “100% Recyclable,” they fail to connect
 15 these claims to the named plaintiffs or to all of the Defendants. Opp’n at 11, 14. Plaintiffs do not
 16 allege that all Defendants took part in the EBB initiative, *see id.* at 11, 20; CAC ¶ 58, violating Rule
 17 8 and 9(b)’s requirements of specificity as to the allegations against each defendant. Nor do they
 18 allege that any of the defendants controlled or determined the content of these websites. Plaintiffs
 19 likewise do not allege that the named plaintiffs ever saw or were even aware of this initiative or
 20 any of the website claims and so cannot allege that the named plaintiffs relied on those claims when
 21 interpreting “100% Recyclable.” CAC ¶¶ 86–88. The named plaintiffs never allege that they
 22 actually believed “100% Recyclable” meant the bottles would be recycled “again and again.” *Id.*
 23 Plaintiffs’ failure to allege actual reliance on the claim is fatal. *Kwikset Corp. v. Superior Ct.*, 51
 24 Cal. 4th 310, 326 (2011) (plaintiff must “demonstrate actual reliance on the allegedly deceptive or
 25 misleading statements”).

26
 27 ⁷ The Green Guides explicitly identify bottle caps as “minor, incidental component[s].” 16 C.F.R.
 28 § 260.3(b). Labels similarly do not “significantly limit[] the ability to recycle the product.” *See id.*

1 **4. Plaintiffs Do Not Plausibly Allege that the Components of Defendants’**
 2 **Packaging Cannot Be Recycled by 60% of Californians Who Buy Them.**

3 The pleading standard under the Green Guides and the EMCA is straightforward: Plaintiffs
 4 must plausibly allege that recycling facilities capable of processing Defendants’ packaging are not
 5 available to 60% of the Californians who buy these products. Plaintiffs’ CAC never makes this
 6 allegation, plausibly or otherwise. Plaintiffs admit that “PET recycling may be available to 60%
 7 of consumers where the Products are sold,” Opp’n at 19, and they never allege that HDPE caps,
 8 PP caps, or BOPP labels *cannot* be recycled by 60% of *California* customers. (In any event, those
 9 are minor, incidental components that do not preclude unqualified recyclability claims.) Plaintiffs
 10 thus cannot plead a violation of the Green Guides or the EMCA.

11 Plaintiffs also fall short of the pleading standard by relying entirely on vague, general
 12 allegations about nationwide rates of recycling and challenges in the secondary market for the *types*
 13 of plastics in Defendants’ products—allegations that say nothing about California consumers’
 14 access to recycling programs for Defendants’ PET bottles, HDPE and PP caps, and BOPP labels.
 15 The CAC is silent as to the availability of recycling of Defendants’ bottles to California consumers
 16 and actual recycling rates of PP or BOPP plastic labels *in California*. CAC ¶¶ 43–44. Plaintiffs
 17 identify only one California-specific allegation, buried within the 159-paragraph CAC: their
 18 unsupported conclusion that it is not cost-effective for MRFs in California to process PP caps and
 19 BOPP labels, from which they infer that California MRFs “do not have the capacity” to process
 20 such materials. *Id.* ¶ 50. Even this attenuated inference does not allege that less than 60% of
 21 Defendants’ California customers lack access to recycling programs for PP caps or BOPP labels.

22 If Plaintiffs could allege that less than 60% of Defendants’ California customers have access
 23 to recycling programs for PP and BOPP beverage caps and labels—or for any other component of
 24 Defendants’ products—they would do so. But they cannot. Nor can they paper over this pleading
 25 deficiency merely by asserting that nationwide allegations “are also plausibly true in California.”
 26 Opp’n at 15.

1 **B. The Consumer Plaintiffs Lack Standing Because They Fail To Allege an**
 2 **Injury-in-Fact.**

3 Plaintiffs’ allegations belie their sweeping argument that the products are not 100%
 4 recyclable and therefore they can allege with “certainty” that they bought a non-conforming product.
 5 Opp’n at 27. The CAC does not, and cannot, allege that any of the PET water bottles that the
 6 Consumer Plaintiffs allegedly placed in the recycling stream were not recycled. At most, Plaintiffs
 7 allege (1) that nationally, 28% of PET products of all types is supposedly not recycled due to
 8 contamination or is inexplicably “lost” and (2) that the United States currently lacks the recycling
 9 capacity to recycle 75% of all PET and HDPE products produced. CAC ¶¶ 4, 50. Plaintiffs
 10 carefully avoid any statistics concerning PET water bottles specifically and fail to include any
 11 plausible allegations about what would “contaminate” a water bottle. *Id.* Moreover, the fact that
 12 the country lacks the capacity to recycle all PET and HDPE products produced does not suggest
 13 that the United States—or, more specifically, California—lacks the capacity to recycle 100% of the
 14 PET water bottles that consumers seek to have recycled. Because Plaintiffs cannot show that their
 15 bottles were not recycled, they cannot plausibly allege that they received anything less than that for
 16 which they paid.⁸ *Pulaski & Middleman, LLC v. Google, Inc.*, 802 F.3d 979, 989 (9th Cir. 2015),
 17 and *Mazza v. American Honda Motor Co.*, 666 F.3d 581, 595 (9th Cir. 2012), say nothing to support
 18 Plaintiffs’ flawed price-premium theory—only that an injury can exist when there *is* a demonstrable
 19 difference between the price and the value of what consumers received. That is not the case here,
 20 where Plaintiffs cannot show any difference between price paid and value received. Plaintiffs also
 21 attempt to distinguish *Wallace v. ConAgra Foods, Inc.*, 747 F.3d 1025 (8th Cir. 2014), with the
 22 conclusory argument that, unlike the plaintiff there, they “can allege and have alleged with certainty
 23 that they purchased one of the non-conforming Products.” Opp’n at 27. But Plaintiffs fail to plead
 24 any facts showing this is the case. Mot. at 27–28.

25
 26 ⁸ A “price premium” is simply a means of measuring “the difference between what the plaintiff
 27 paid and the value of what the plaintiff received.” *Hadley v. Kellogg Sales Co.*, 324 F. Supp. 3d
 28 1084, 1113 (N.D. Cal. 2018) (citation omitted); *see also Hilsley v. Ocean Spray Cranberries, Inc.*,
 2020 WL 520616, at *6 (S.D. Cal. Jan. 31, 2020).

1 **C. The Consumer Plaintiffs Lack Standing To Pursue Injunctive Relief.**

2 Plaintiffs assert that *Davidson v. Kimberly-Clark Corp.*, 889 F.3d 956 (9th Cir. 2018)
3 entitles them to pursue injunctive relief merely by claiming a future desire to purchase Defendants’
4 products. Opp’n at 29–30. *Davidson* says no such thing. Indeed, *Davidson* holds that injunctive
5 relief is only available where a consumer makes “*plausible* allegations that she might purchase the
6 product in the future, despite the fact it was once marred by false advertising or labeling, as she
7 may *reasonably*, but incorrectly, assume the product was improved.” *Davidson*, 889 F.3d at 970;
8 Mot. at 29.

9 Plaintiffs first implausibly suggest that “Defendants could reengineer the Products so that
10 they are made of a different type of plastic” and thus make them more recyclable. Opp’n at 29.
11 But Plaintiffs have conceded that Defendants’ bottles are already made of the “most recyclable”
12 forms of plastic—PET and HDPE—so they cannot plausibly suggest that switching to different,
13 less recyclable plastics would somehow make Defendants’ bottles more recyclable. CAC ¶ 42.
14 Plaintiffs next hypothesize that recycling technology could suddenly improve or that recycling
15 economics could magically change. Opp’n at 29. It strains credulity that Plaintiffs, whose CAC
16 contains detailed information regarding national recycling infrastructure and economics, would be
17 unaware of changes making PET water bottles *more* recyclable. This contrasts with *Davidson*,
18 where, acknowledging that it was a “close question,” the Ninth Circuit held that the maker of
19 flushable wipes might redesign its products to be flushable *without consumers’ knowledge* and that
20 consumers would have no way to know if the products’ “flushable” claim was true. 889 F.3d at
21 971. By contrast, any changes in product or infrastructure would be known to Plaintiffs, making
22 future “deception” implausible.

23 **D. Plaintiffs’ Other Claims Fail for Additional Reasons.**

24 **1. Conclusory Allegations Cannot Sustain Plaintiffs’ Fraud Claim.**

25 Plaintiffs merely repeat the conclusory scienter and intent allegations of their fraud claim.
26 Opp’n at 23. Nothing has changed; that claim should be dismissed.

1 **2. Plaintiffs’ UCL Claims Fail To Plausibly Allege Any Underlying**
2 **Violation.**

3 The Court should dismiss Plaintiffs’ UCL claims to the extent that they are predicated on
4 violations of the EMCA, Green Guides, CLRA, and FAL because Plaintiffs have failed to allege
5 that reasonable consumers would adopt Plaintiffs’ understanding of “recyclable,” and for the other
6 reasons stated in Defendants’ Motion. Mot. at 23–26.

7 Plaintiffs’ UCL claims should also be dismissed to the extent that they rely on nonexistent
8 “violations” of California recycling policy. The CAC quotes extensively from provisions of
9 California recycling policy that were not in effect when Plaintiffs allegedly purchased Defendants’
10 products. CAC ¶¶ 74–75. The other California recycling policy provisions that Plaintiffs cite set
11 forth legislative findings and declarations, none of which can be—or are plausibly alleged to have
12 been—violated and so cannot support a UCL claim. *Id.* ¶¶ 146.c, 147.c (citing Cal. Pub. Res. Code
13 §§ 42355, 42355.5). Plaintiffs have ignored cases squarely holding that legislative findings and
14 declarations that do not impose a duty cannot be “violated” under the UCL. Mot. at 24–25; *Aranda*
15 *v. CitiMortgage Inc.*, 2013 WL 12182677, at *3–4 (C.D. Cal. May 13, 2013) (dismissing UCL
16 claims predicated on legislative findings and declarations without duty). Plaintiffs’ only cited case,
17 *Klein v. Chevron U.S.A., Inc.*, 137 Cal. Rptr. 3d 293, 326–27 (2012), merely espouses a general
18 principle about the laws that can support UCL claims and does not even mention legislative findings
19 or declarations. These policies cannot underpin Plaintiffs’ UCL claims.

20 Finally, Plaintiffs’ allegations that Defendants failed to comply with recordkeeping duties
21 imposed by California’s recycling policy are conclusory and insufficient, and Plaintiffs do not even
22 allege that they ever requested such records from Defendants.

23 **E. Sierra Club’s Use of Its Resources in Furtherance of Its Organizational Mission**
24 **Does Not Provide Standing.**

25 In the Opposition, Sierra Club does not suggest it has suffered the requisite concrete injury
26 under Article III; instead, it argues that “[w]hile Sierra Club seeks to *increase* awareness of the
27 problems single-use plastics present and educate consumers as to how to *mitigate* those problems,
28

1 Defendants seek to *decrease* consumer awareness . . . and to misinform and confuse consumers in
2 ways that *exacerbate* those problems.” Opp’n at 31; Cullum Decl. ¶ 8. Sierra Club’s say-so is not
3 enough. It has not sufficiently alleged what an organization must: that the defendant’s conduct
4 caused both “frustration of its organizational mission” **and** “diversion of its resources to combat”
5 the alleged harms. *Smith v. Pac. Props. & Dev. Corp.*, 358 F.3d 1097, 1105 (9th Cir. 2004).

6 Sierra Club’s bare assertion that Defendants’ labeling is “contrary to Sierra Club’s
7 missions,” Opp’n at 31, does not suffice. Unlike the plaintiffs in *Fair Housing Council v.*
8 *Roommate.com*, 666 F.3d 1216, 1219 (9th Cir. 2012), Sierra Club does not allege that it initiated
9 “new education and outreach campaigns” for the *sole purpose* of counteracting Defendants’
10 labeling. And Sierra Club’s contention that the “100% Recyclable” claim on a few products has
11 “reduce[d] the number of people motivated to seek Sierra Club’s services and to heed Sierra Club’s
12 calls to action,” Opp’n at 32, is pure speculation. *Clapper v. Amnesty Int’l, USA*, 568 U.S. 398,
13 413 (2013) (“We have been reluctant to endorse standing theories that require guesswork as to how
14 independent decisionmakers will exercise their judgment.”). Sierra Club’s allegations suggest, at
15 most, that “100% Recyclable” offends “the priorities and principles of the organization”—too
16 abstract for standing. *Jimenez v. Tsai*, 2017 WL 2423186, at *11 (N.D. Cal. June 5, 2017). Sierra
17 Club’s vague contention that it “diverted resources” from other projects to address Defendants’
18 labeling is equally unpersuasive. Opp’n at 35; *Friends of the Earth v. Sanderson Farms, Inc.*, 992
19 F.3d 939, 942 (9th Cir. 2021) (diversion of resources must entail altering “resource allocation to
20 combat the challenged practices”). Beyond a single tweet referencing Arrowhead bottled water, Ip
21 Decl. ¶ 12, Sierra Club identifies no action to combat supposed effects of Defendants’ labeling, as
22 opposed to single-use plastics in general. CAC ¶¶ 80–83. Similarly, Sierra Club’s lobbying does
23 not establish it “diverted [resources] **as a result of Defendants’ practices**,” *Jimenez*, 2017 WL
24 2423186, at *12, because it *acknowledges* that such efforts to “pressure and advocate for change
25 through legislation” are central to its everyday activities. CAC ¶ 70.

26 **III. CONCLUSION**

27 For the foregoing reasons, the Court should dismiss the CAC with prejudice.

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Dated: May 27, 2022

By: /s/ Dawn Sestito

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***Pursuant to Civ. L.R. 5-1(i)(3), the electronic
signatory has obtained approval from this
signatory.*

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ATTESTATION OF FILING

Pursuant to Civil Local Rule 5-1(i)(3), I hereby attest that all other signatories listed, and on behalf of whom this filing is submitted, concur in the filing's content and have authorized the filing.

Dated: May 27, 2022

By: /s/ Dawn Sestito

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