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**UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION**

THEODORE BROOMFIELD, *et al.*,

Plaintiffs,

v.

CRAFT BREW ALLIANCE, INC.,

Defendant.

CASE NO.: 5:17-cv-01027-BLF

**DECLARATION OF ANI S. SARICH ON
BEHALF OF CPT GROUP, INC. WITH
RESPECT TO DISBURSEMENT AND
ACCOUNTING OF SETTLEMENT FUND**

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1 I, Ani S. Sarich, declare as follows:

2 1. I am a Supervising Case Manager for CPT Group, Inc. (“CPT”), the Settlement
3 Administrator jointly agreed upon by the Parties and approved by the Court for the *Broomfield, et*
4 *al. v. Craft Brew Alliance, Inc.* Settlement. I have personal knowledge of the facts set forth in this
5 declaration and, if called upon to testify, I could and would testify competently to such facts.

6 **NOTIFICATION OF CLASS ACTION SETTLEMENT**

7 2. I previously submitted a declaration on October 28, 2019, which discussed the notice
8 program and the status thereof. That program consisted of several parts: (i) a multi-layered media
9 campaign that combines the use of various digital advertisement platforms, a press release, a
10 dedicated settlement website and a toll-free help hotline; (ii) publications in the *San Jose Mercury*
11 *Newspaper*; and (iii) mailing the Summary Notice to Settlement Class Members for whom
12 Defendant had a valid mailing address.

13 3. Of the 742 Summary Notices that were mailed, only three (3) were returned as
14 undeliverable where no new address could be located. The remaining 739 were successfully
15 delivered.

16 **RESPONSE OF THE SETTLEMENT CLASS**

17 4. To best reach and identify potential Settlement Class Members, CPT Group utilized
18 GfK MediaMark Research & Intelligence, LLC (MRI) data. The data CPT gathered was based off
19 a study released in Spring 2018 among adults over 21 within the United States who identify with
20 the MRI Cross Tab statement “Regular Domestic Beer/Ale Total Users: Drank in the Last 6
21 Months 1x: Defined Beer Brand as: “Other Small/Regional.” Gfk MediaMark Research &
22 Intelligence study concluded that our estimated potential nationwide target audience was
23 approximately 7,796,000.

24 5. CPT received a total of 159,065 Claim Forms from potential Settlement Class
25 Members, of which 143,078 were deemed to be valid Claim Forms. The valid Claim Forms
26 represent approximately 1.84% of the potential Settlement Class.

27 6. CPT received a total of two (2) objections to the Settlement, which represents
28 approximately 0.0000026% of the potential Settlement Class.

1 7. CPT received a total of two (2) valid requests for exclusion, which represents
2 approximately 0.0000026% of the potential Settlement Class.

3 **QUALIFIED SETTLEMENT FUND**

4 8. CPT was responsible for providing notice of the settlement and disbursing the funds
5 in this action. In this capacity, on June 18, 2019, CPT obtained an EIN from the IRS and opened an
6 account through Axos Bank. This account was titled the Broomfield v Craft Brew Alliance Fund,
7 also known as the Qualified Settlement Fund (“QSF”).

8 9. The Effective Date was determined to be August 9, 2020 (i.e. 40 days from the
9 Court’s approval of the Lindberg settlement). One hundred forty-three thousand seventy-eight
10 (143,078) Settlement Class Members were deemed to be valid claimants in the Settlement. The
11 total amount paid to Settlement Class Members was calculated to be \$1,332,386.25. The Court
12 approved attorneys’ fees totaling \$2,263,779.69, costs totaling \$329,973.59, and \$10,000.00 for the
13 Plaintiffs’ service awards. Administration fees in the amount of \$395,000.00 was approved for
14 payment to CPT. The sum of these payments represents the Total Settlement Amount. A table
15 summarizing the Total Settlement Amount is as follows:

16 Approved Class Counsel Fees	\$2,263,779.69
17 Approved Class Counsel Costs	\$329,973.59
18 Approved Service Awards to Plaintiffs	\$10,000.00
19 Approved Administration Fees	\$395,000.00
20 Payment to Valid Claimants	\$1,332,386.25
Total Settlement Amount	\$4,331,139.53

21 10. Defendant issued payment directly to Class Counsel for attorneys’ fees and costs.

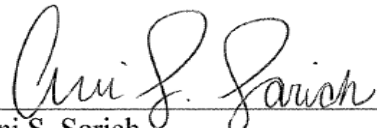
22 11. Between July 12, 2019 and July 14, 2020, Defendant issued payment to CPT Group,
23 Inc. representing administration fees in an aggregate amount of \$395,000.00.

24 12. On August 25, 2020, the settlement account was funded \$1,342,386.25. This
25 payment was sufficient in paying both the individual settlement payment checks to Settlement
26 Class Members and service awards to the Plaintiffs.

27 13. On August 28, 2020, a check was issued from the QSF payable to Plaintiff Theodore
28 Broomfield, representing an incentive award in the amount of \$5,000.00.

1	Total Settlement Amount ¹	\$4,331,139.53	
2	Total Estimated Number of Class Members	7,796,000	
3	Total Class Members to Whom Notice was Directly Sent and Not Returned as Undeliverable	739	
4	Method(s) of Notice Sent	Mail, Press Release, Publication, Website, Digital Advertisements	
5	Total Claim Forms Submitted	159,065	2.04%
6	Opt Outs	2	0.0000026%
7	Objections	2	0.0000026%
8	Approved Claims	143,078	1.84%
9	Recovery per Claimant		
10	Average	\$9.85	
11	Median	\$10.00	
12	Amounts Paid to Claimants		
13	Largest Amount	\$20.00	
14	Smallest Amount	\$1.25	
15	Method(s) of Payments	Check, ACH, eCheck	
16	Number and Value of Payments Not Cashed To Date	129,355	\$1,260,109.75
17	Attorneys' Fees	\$2,263,779.69	17% of total value of Settlement ²
18	Attorneys' Costs	\$329,97.59	
19	Incentive Award (2 class reps)	\$10,000.00	
20	Administration Fees	\$395,000.00	
21	Amounts Distributed to Each Cy Pres Recipient	N/A	

22 I declare under penalty of perjury under the laws of the United States and the State of
23 California that the foregoing is true and correct. Executed on this 29th day of September, 2020 at
24 Irvine, California.

25 
26 Ani S. Sarich

27 ¹ Calculated per Paragraph 9 *supra*.

28 ² This Court had previously found that the value of the total constructive fund in this settlement was \$13,295,000. *See* ECF No. 151 at 29.