

July 18, 2014

**ATTORNEY GENERAL COPY: CONTAINS OFFICIAL
INFORMATION PER EVIDENCE CODE § 1040**

**NOTICE OF VIOLATION OF
CALIFORNIA HEALTH & SAFETY CODE § 25249.5 ET SEQ.**

Dear Public Enforcement Agencies:

Shute, Mihaly & Weinberger LLP (“Firm”) represents As You Sow (“AYS”), a 501(c)(3) non-profit corporation dedicated to, among other causes, the protection of the environment, toxics reduction, the promotion of and improvement of human health, the improvement of worker and consumer rights, environmental education, and corporate accountability. AYS is based in Oakland, California, and was incorporated in 1992 under the laws of the State of California.

This Firm and AYS have documented violations of California’s Safe Drinking Water & Toxic Enforcement Act of 1986 (“Proposition 65”), codified at Health & Safety Code section 25249.5 et seq. This letter serves to provide this Firm’s and AYS’s notification of these violations to the public enforcement agencies. Pursuant to section 25249.7(d) of the statute, this Firm intends to bring an enforcement action on behalf of AYS sixty days after effective service of this notice unless the public enforcement agencies have commenced and are diligently prosecuting an action to rectify these violations.

A summary of the statute and its implementing regulations, which was prepared by the lead agency designated under the statute, is enclosed with the notices served upon the violators. The specific details of the violations that are the subject of this notice are provided below.

Alleged violators. The name of the violators covered by this notice are:

- Ghirardelli Chocolate Company
- Godiva Chocolatier, Inc.
- Hershey Company
- Lindt & Sprungli (USA), Inc.

July 18, 2014

Page 2

- Mondelez International, Inc.
- River Canyon Retreat, Inc. d/b/a Earth Circle Organics

Chemical. These violations involve exposures to cadmium from the products listed below. The State of California has officially listed cadmium as a chemical known to cause birth defects or reproductive harm. *See* Chemicals Known to the State to Cause Cancer or Reproductive Toxicity, available at http://oehha.ca.gov/prop65/prop65_list/Newlist.html.

Consumer product. The products that are the subject of this notice are:

- Ghirardelli 100% Cacao Unsweetened Chocolate Baking Bar, which is manufactured, distributed, and/or sold in California by Ghirardelli Chocolate Company
- Godiva Large 85% Dark Chocolate Bar, which is manufactured, distributed, and/or sold in California by Godiva Chocolatier, Inc.
- Hershey's Cocoa 100% Cacao Natural Unsweetened, which is manufactured, distributed, and/or sold in California by the Hershey Company
- Lindt Excellence 85% Cocoa Extra Dark Chocolate Bar, which is manufactured, distributed, and/or sold in California by Lindt & Sprungli (USA), Inc.
- Green & Black's Organic 85% Cacao Bar, which is manufactured, distributed, and/or sold in California by Mondelez International, Inc.
- Earth Circle Organics Organic Balinese Cacao Nibs, which is manufactured, distributed, and/or sold in California by River Canyon Retreat, Inc. d/b/a Earth Circle Organics

Route of exposure. Use of the products identified in this notice result in human exposures to cadmium. The route of exposure is ingestion, when consumers consume these products as directed on their labels. No clear and reasonable warning is provided with the products regarding the reproductive hazards of cadmium.

Duration of violation. These ongoing violations have occurred on every day since at least July 18, 2013, as well as every day since the products were introduced in the California marketplace, and will continue every day until clear and reasonable warnings are provided to product purchasers and users or until this known toxic chemical is removed from the products.

Pursuant to Title 11, Cal. Code Regs. section 3100, a certificate of merit is attached hereto.

In keeping with its public interest mission and to expeditiously rectify this ongoing violation of California law, AYS is interested in seeking a constructive resolution of this matter without engaging in costly and protracted litigation. You may communicate directly with AYS to

July 18, 2014
Page 3

discuss an early resolution of this matter by contacting Danielle Fugere, President, 1611 Telegraph Avenue, Suite 1450, Oakland, CA 94612, (510) 735-8158. You may also contact AYS's counsel:

Ellison Folk
Shute, Mihaly & Weinberger LLP
396 Hayes Street
San Francisco, CA 94102
PH: 415.552.7272; Fax: 415.552.5816
Email: folk@smwlaw.com

Very truly yours,

SHUTE, MIHALY & WEINBERGER LLP



Ellison Folk

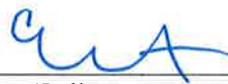
CERTIFICATE OF MERIT

(for As You Sow's Notice of Proposition 65 Violation on Ghirardelli Chocolate Company; Godiva Chocolatier, Inc.; Hershey Company; Lindt & Sprungli (USA), Inc.; Mondelez International, Inc.; River Canyon Retreat, Inc. d/b/a Earth Circle Organics)

I, Ellison Folk, declare:

1. This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged that the parties in the notice have violated section 25249.6 of the Health and Safety Code by failing to provide clear and reasonable warnings.
2. I am an attorney for the noticing party.
3. I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies, or other data regarding exposure to the listed chemical that is the subject of the action.
4. Based on the information obtained through those consultations, and on all other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and that the information did not prove that the alleged violator will be able to establish any of the affirmative defenses set forth in the statute.
5. The copy of this Certificate of Merit served on the Attorney General has attached to it to it factual information sufficient to establish the basis for this certificate, including the information identified in section 25249.7(h)(2) of the Health and Safety Code, i.e., (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons.

Dated: 7-18-2014



Ellison Folk

Enclosure (For Attorney General Copy only)

CERTIFICATE OF SERVICE

I, the undersigned, declare under penalty of perjury under the laws of the State of California that the following is true and correct:

I am a citizen of the United States, over the age of 18 years, and not a party to the within action. My business address is: 396 Hayes Street, San Francisco, CA 94102.

On July 18, 2014, I served the following documents:

- Notice of Violation of California Health & Safety Code section 25249.5 et seq.
- Certificate of Merit
- “The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary”

on the following parties by placing a true and correct copy thereof in a sealed envelope, addressed to the party listed below, and depositing it at a United States Postal Service Office for delivery by Certified Mail:

Mr. Herb Heller, President
River Canyon Retreat, Inc.
d/b/a Earth Circle Organics
355 Crown Point Circle
Suite D
Grass Valley, CA 95945

Mr. John P. Bilbrey, President
The Hershey Company
100 Crystal A Drive
Hershey, PA 17033

Mr. Martin Thompson, Chief Executive Officer
Ghirardelli Chocolate Company
1111 139th Avenue
San Leandro, CA 94578

Mr. James Goldman, President
Godiva Chocolatier, Inc.
333 West 34th Street, Floor 6
New York, NY 10001

Ms. Irene B. Rosenfeld, Chairman and CEO
Mondelez International, Inc.
3 Parkway North, Suite 300
Deerfield, IL 60015

Mr. Thomas Linemayr, President
Lindt & Sprungli (USA), Inc.
One Fine Chocolate Place
Stratham, NH 03885

On July 18, 2014, I served the following documents:

- Notice of Violation of California Health & Safety Code section 25249.5 et seq.
- Certificate of Merit, including Supporting Documentation Required by Title 11, C.C.R. § 3102

on the Attorney General of the State of California by electronic service of the Attorney General’s Proposition 65 60 Day Notice Filing system.

On July 18, 2014, I served the following documents:

- Notice of Violation of California Health & Safety Code section 25249.5 et seq.
- Certificate of Merit

on each of the parties on the service list attached hereto by placing a true and correct copy thereof in a sealed envelope, addressed to each of the parties on the service list attached hereto, and depositing it at United States Postal Service mail box for delivery by First Class Mail.

Executed on July 18, 2014, at San Francisco, California.



David Weibel

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