

Exhibit 274

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

BLAKE LIVELY,)
)
Plaintiff,)
)
vs.) No. 1:24-CV-10049-LJL
) (Consolidated with
WAYFARER STUDIOS LLC, a) 1:25-cv-00449-LJL)
Delaware Limited Liability)
Company, JUSTIN BALDONI, an)
individual, JAMEY HEATH, an)
individual, STEVE SAROWITZ, an)
individual, IT ENDS WITH US)
MOVIE LLC, a California)
Limited Liability Company,)
MELISSA NATHAN, an individual,) HIGHLY CONFIDENTIAL -
THE AGENCY GROUP PR LLC, a) ATTORNEYS' EYES ONLY
Delaware Limited Liability)
Company, JENNIFER ABEL, an)
individual, JED WALLACE, an)
individual, and STREET)
RELATIONS INC., a California)
Corporation,)
)
Defendants.)

(RELATED CONSOLIDATED CASE.))

REMOTE VIDEOTAPED DEPOSITION OF ANDREW T. CHRISOMALIS
New York, New York
Wednesday, September 24, 2025

Reported by:

RENEE A. PACHECO, RPR, CLR, CSR No. 11564

Job No. 7624620

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1 designated as the representative for those topics;
2 correct?

3 A Yes.

4 MS. FISSELL: Objection.

5 MR. BRUNO: Join. 09:39AM

6 BY MR. KALTGRAD:

7 Q What is your role with Betty B Holdings?

8 A The chairman of the company.

9 Q Do you hold any other titles?

10 A No. 09:39AM

11 Q Are you acting as the CEO as well?

12 A Effectively, yes, I've assumed those
13 responsibilities?

14 Q And how long have you been the chairman of
15 the company? 09:39AM

16 A Since inception.

17 Q And when was that?

18 A I think it was 2021.

19 Q And for how long -- when did you assume the
20 role or the responsibilities as CEO? 09:39AM

21 A Earlier in 2025.

22 Q And what were the circumstances of you
23 assuming the responsibilities of CEO?

24 A The departure of the prior CEO.

25 Q And who was that? 09:40AM

1 A Nishat Gupta.

2 Q What was the reason for Mr. Gupta's
3 departure?

4 MR. BRUNO: Object to the form.

5 THE DEPONENT: What was the reason for his 09:40AM
6 departure?

7 BY MR. KALTGRAD:

8 Q Yes.

9 A Sort of personal, family reasons.

10 Q Was that an amicable split or -- 09:40AM

11 A He was amicable, yes.

12 Q You said you've at some point seen the
13 Complaint in this action. Were you involved in the
14 preparation of the Complaint in any way?

15 A No. 09:41AM

16 Q What is the business of Betty B Holdings?

17 A It's a beverage company.

18 Q And can you go into a little more detail?

19 What type of beverages are we discussing? Or what
20 types of beverages does it sell? 09:41AM

21 A We sell and market nonalcoholic and
22 low-alcohol beverages.

23 Q And when did that -- when did the sale of
24 product actually begin?

25 A 2021. 09:41AM

1 Q And was -- were you selling both alcoholic
2 and nonalcoholic products at that point?

3 A No.

4 Q Which one were you selling at this point?

5 A Nonalcohol. 09:41AM

6 Q When did you start selling alcoholic
7 products?

8 A I believe it was 2023.

9 Q And I believe you said that your
10 understanding is Betty B Holdings was formed in 09:42AM
11 2021; is that right?

12 A Well, the predecessor company was formed in
13 2021.

14 Q And what was the predecessor company?

15 A Betty Buzz, LLC, which is -- well, okay. 09:42AM

16 Q Is that now a subsidiary of Betty B
17 Holdings?

18 A Yes.

19 Q When was Betty B Holdings formed?

20 A I believe it was 2023 as well. 09:42AM

21 Q Was there -- what was the reason for
22 forming a new entity and making Betty Buzz a
23 subsidiary?

24 A The introduction of a new product line.

25 Q And why did that necessitate or drive the 09:43AM

1 formation of a new company?

2 MR. BRUNO: Objection; form.

3 MS. FISSELL: Objection.

4 BY MR. KALTGRAD:

5 Q You can still answer. 09:43AM

6 A We wanted a separate entity for the alcohol
7 versus the nonalcohol.

8 Q Is there a specific reason you wanted a
9 separate entity?

10 A I think -- I don't recall. To me, it was 09:43AM
11 just product -- you have sort of the clean lines of
12 corporate -- you know, corporate reporting.

13 Q You already talked about Betty Buzz, LLC.
14 Does Betty B Holdings have any other subsidiaries?

15 A It has the alcoholic beverage subsidiary as 09:44AM
16 well.

17 Q And what is that company called?

18 A I believe it's called Betty B. I can
19 get -- I can get the formal name for it, but I think
20 it's called Betty B IP -- BB -- BBZ IP, I believe it 09:44AM
21 is.

22 Q Does BBZ IP Holdings --

23 A Yes.

24 Q That's the correct name?

25 A Yes. 09:44AM

1 revenue for 2024 was a lot lower than what had been
2 projected; is that right?

3 A Yes. I'm sorry, you said it "was a lot
4 lower than had been projected"?

5 Q Right. 11:59AM

6 A Yeah, we expected to end the year at
7 125,000 cases and we initially projected 200,000
8 cases, correct.

9 Q On Page 9, first bullet point says (as
10 read): 11:59AM

11 "Despite some green shoots,
12 product market fit is unclear at
13 scale for Buzz."

14 What does that mean exactly?

15 A I think it means -- honestly, it means what 11:59AM
16 it says, which is -- if you read past that point, it
17 says (as read):

18 "The brand has not sufficiently
19 eroded Fever-Tree and Q's market
20 share, who are the dominant premium 11:59AM
21 mixer brands."

22 Really since inception, we had not gone
23 beyond 10 percent share of the premium mixer space,
24 and so we're sort of making -- we're sort of
25 reducing the expectation on the Buzz segment going 12:00PM

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1 As a Premium Mixer." And it notes (as read):

2 "After three years in the

3 market, we have established

4 ourselves as the No. 3 in the

5 premium mixer market and have not

12:40PM

6 made sufficient inroads into

7 eroding Fever-Tree and Q share."

8 That relates to the entire three-year

9 period, right, not just the period since

10 August 2024?

12:41PM

11 MS. FISSELL: Objection.

12 MR. BRUNO: Join.

13 BY MR. KALTGRAD:

14 Q In other words, you're attributing the

15 failure to erode into Fever-Tree and Q's market

12:41PM

16 share to just the period between August and October,

17 are you?

18 A No.

19 MR. BRUNO: Objection to form.

20 THE DEPONENT: No.

12:41PM

21 BY MR. KALTGRAD:

22 Q (As read):

23 "Q Mixer has spent tens of

24 millions of dollars with no exit in

25 sight."

12:41PM

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