



# Coca-Cola's Work Places Called 'Cesspools of Racial Discrimination'

*New York Daily News*

Coca-Cola has a sordid history of racial discrimination and human rights abuses on a worldwide scale, which persist to this day.

No amount of lies and self-serving propaganda, spread through billions of dollars in advertising, can continue to deceive the public and hide this company's crimes and immoral behavior.

Because of Coke's discrimination against black workers, **Martin Luther King, Jr.**, in his last speech told his audience in Memphis, Tennessee, "We are asking you tonight to go out and tell your neighbors not to buy Coca-Cola..." In 2000, to settle a class action lawsuit accusing Coca-Cola of systematic racial discrimination against African-Americans, the company agreed to pay \$192.5 million in what became the largest racial discrimination settlement in U.S. history!

Black and Latino workers from Coke's bottling plants and warehouses in Queens, Elmsford, and Smithtown, NY and Carlstadt, NJ, dubbed **The Coke 16**, charge that due to years of racial discrimination, they have suffered from biased work assignments, unfair discipline and retaliation, and a caustic work environment.

Current lawsuits claim that minority workers at Coca-Cola are typically assigned to the most undesirable and physically dangerous jobs and that managers contravene the seniority system by giving better jobs and more overtime hours to Caucasian workers with less seniority. Minority workers become the object of racial slurs and are denied opportunities for promotion.

When workers dare to speak out against the abuse, Coca-Cola retaliates against them through unwanted scrutiny, unfair disciplinary actions, suspensions without pay and firings based on fraudulent charges.

Due to the hostile work environments, many victims of Coke's discrimination have suffered significant emotional harm, to the point where they have nightmares and must seek therapy to deal with the stress from work.

Last year, **Coca-Cola's Chief Executive Officer Muhtar Kent**, who has consistently lied to shareholders and consumers about the company's widespread labor, human rights and environmental crimes and other unethical behavior, received more than \$29 million in compensation!

To read profiles and statements of Coca-Cola's victims and to learn more about Coca-Cola's socially-irresponsible behavior and how you can help stop it, visit:

**[www.StopCokeDiscrimination.org](http://www.StopCokeDiscrimination.org)**  
**[www.KillerCoke.org](http://www.KillerCoke.org) | [info@KillerCoke.org](mailto:info@KillerCoke.org)**

Protest The Coca-Cola Company's discriminatory practices: Visit [www.facebook.com/TheCoke16](http://www.facebook.com/TheCoke16) and click on "Like" to show your support for The Coke 16 and other minority workers who have joined them.

# WHAT IS SOA WATCH?

SOA Watch, which is a movement to close the School of the Americas (SOA), was founded by Father Roy Bourgeois, its vocal, dynamic leader.

The SOA, renamed the “Western Hemisphere Institute for Security Cooperation,” but better known as the School of the Assassins, is a U.S. military training school for Latin American soldiers located in Fort Benning, Georgia. The school is synonymous with torture and military repression around the world. Its graduates have long been associated with military coups, human rights abuses and the suppression of popular movements. Hundreds of thousands, according to SOA Watch, have been tortured, raped, murdered and “disappeared” by those trained at the SOA.

According to a 2001 lawsuit, SINALTRAINAL, et al v. The Coca-Cola Co., et al:

“The U.S. government has trained over 10,000 of Colombia’s military troops at the School of the Americas...SOA training manuals, which the Pentagon was forced to turn over in 1996, show that the U.S. encouraged these troops to engage in torture and murder of those who, inter alia, do ‘union organizing and recruiting’; pass out ‘propaganda in favor of the interests of the workers’; and ‘sympathize with demonstrators or strikes.’

“As a consequence of the official vilification of trade unionists by the Colombian and U.S. governments as well as corporations operating in Colombia, Colombia has led the world in the number of murders of trade unionists.”

## Coca-Cola: Cultural Icon or Corporate Criminal?

The Coca-Cola System is a world full of lies, deception, immorality, corruption and widespread labor, human rights and environmental abuses. In Latin America and worldwide, it operates like a criminal syndicate with impunity. — Ray Rogers

## Coke's Crimes in Colombia & Guatemala

Strong labor unions are critical to improving wages, working conditions and human rights for all workers and for democracies to flourish. For workers in Colombia and Guatemala, a strong union can also mean the difference between life and death.

Lawsuits against Coca-Cola and its bottlers in Colombia charged that Coca-Cola’s bottlers “contracted with or otherwise directed paramilitary security forces that utilized extreme violence and murdered, tortured, unlawfully detained or otherwise silenced trade union leaders.” The suits were filed on behalf of SINALTRAINAL – the major union representing Coca-Cola workers in Colombia – several of its members and the survivors of Isidro Gil and Adolfo de Jesus Munera, two of its murdered officers.

A SINALTRAINAL officer summed up the seriousness of the situation, stating: “If we lose this fight against Coke, first we will lose our union, next we will lose our jobs, and then we will all lose our lives.” ([visit www.theCoca-ColaCase.org](http://www.theCoca-ColaCase.org))

In 2010, another human rights abuse lawsuit against Coca-Cola was filed in the Supreme Court of the State of New York and later moved to federal district court. “This case involves a campaign of violence – including rape, murder, and attempted murder – against trade unionists and their families at the behest of the management of Coca-Cola bottling and processing plants in Guatemala.”

## Coke's Crimes in El Salvador

Coca-Cola continues to benefit from hazardous child labor in sugar cane fields in El Salvador. This was first documented by Human Rights Watch in 2004 and in a nationally-televised British documentary in 2007 and highlighted in Mark Thomas’s book “Belching Out the Devil: Global Adventures with Coca-Cola,” published in 2009. In addition, Coca-Cola’s operations have seriously damaged El Salvador’s environment by polluting major water sources.

## Coke's Crimes in Mexico

Mexicans “are easy corporate prey for predator Coke.” You can learn about Coke’s abuses in Mexico on our website, including allegations that the company has cheated Mexican workers and the government out of hundreds of millions of dollars and has stolen and polluted water resources of many communities while millions have no access to drinkable water. As in the rest of the world, the company undermines the health of children by aggressively marketing nutritionally worthless and damaging beverages that help to fuel the obesity, high blood pressure and diabetes epidemics.

## Help Stop Coca-Cola's Abuses!

# Killer Coke Casualties



**Let Us Not Forget**

Isidro Gil

Adolfo Munera

## Murdered Colombian Union Leaders

No community that places ethical concerns ahead of monetary gains should be identified with Coca-Cola, nor serve as a marketplace for its sales and advertising. That is why many campuses, labor unions and co-ops have removed all Coke machines and stopped serving Coke beverages at their facilities and functions.

We hope that your community will safeguard its integrity and stand up for human rights and the environment. Please join the campaign to remove Coca-Cola products, including Dasani, Fanta, Minute Maid, Nestea, Odwalla, Powerade and Sprite, from your schools, businesses, churches, union halls and government facilities. You can find all of Coke’s brand names at [KillerCoke.org](http://KillerCoke.org).

To learn more, go to [www.KillerCoke.org](http://www.KillerCoke.org)