



Campaign to Stop *Killer Coke*

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Dear Citizens of China Concerned About:
Children's Health, Scarce Water Resources and Environmental Pollution

Beware of The Coca-Cola Company. It represents American capitalism at its worst. Coca-Cola equates opening a container of Coke with family values and happiness in its advertising and claims it doesn't market to children. Nothing could be further from the truth.

In Mexico, the United States and elsewhere, the company continues to aggressively market unhealthy sugary, caffeine and chemically laden drinks to children that it knows fuels the childhood obesity, high blood pressure and diabetes epidemics plaguing these countries. Mexico has, by far, the largest per capita consumption of Coca-Cola beverages of any country. It also has one of the unhealthiest populations.

Qz.com's article, "The world's fattest major country consumes an astounding amount of Coca-Cola products" (11/5/13), points out, "nearly 15% of Mexico's health budget is spent treating obesity-related ailments...Nearly 10% of Mexico's population now suffers from diabetes, which is associated with increases in obesity rates...Diabetes is the second-leading cause of Mexican mortality..."

Therefore, the people of China should be concerned when *Fortune* magazine reports that Coca-Cola has targeted China to "leapfrog Mexico and the U.S. and become the company's No.1 market." Coca-Cola wants to expand rapidly in China and is spending billions on factories, warehouses and marketing. The company's main branding strategy is to attract and addict more children and youth on Coke. This will mean more sick kids and a big drain on China's healthcare system. Per capita consumption of 8 fluid ounce servings of Coke beverages are Mexico 745, U.S. 401 and China, just 39.

Coca-Cola production facilities will assuredly diminish scarce water resources and pollute land and water needed for farming, drinking and sanitation as it has done on a grand scale in India and other countries. It will do everything it can to influence legislation for its own benefit even though harmful to the public interest and will avoid paying its fair share of taxes.

Coke's top executives leading the assault to maximize exploitation of China regardless of the consequences to the well-being of millions of children and the nation's health are Muhtar Kent, Coca-Cola's Chairman and Chief Executive Officer and former head of the U.S. Chinese Business Council, and Ahmet Bozer, Coca-Cola's Executive Vice President, President of Coca-Cola International and Coca-Cola India Private Ltd.

Their sole goal is maximizing profit for the company and more specifically themselves. Mr. Kent's compensation from 2011-2013 was \$79,956,419 (490,972,390 Yuan) and Mr. Bozer's was \$21,506,238 (132,059,054 Yuan).

When Chinese consumers see Coca-Cola ads, they should think of a company that has inflicted great hardship and despair upon many people and communities worldwide and whose products should be avoided and boycotted.

Protect your children and your country. Oppose new Coca-Cola factories. Ban Coke products from all schools, playgrounds and sporting events and tax sodas to lessen consumption.

Peace & Justice,

Ray Rogers
Director