

## Sample letter for SODASTREAM

Dear Manager,

We are aware that your store is stocking SodaStream products, and therefore assume you must be unaware of the reason why there is an international boycott campaign against the manufacturer.

Sodastream's main factory is in a settlement – Mishor Adumim – in the Occupied West Bank. These settlements are illegal under international law, and an obstacle to peace – therefore settlement production relies on, and supports, an activity that is illegal. Israeli companies operating in the West Bank enjoy cheap land and water, confiscated from the indigenous Palestinian owners; a captive Palestinian labour force; tax benefits; and lax regulation of environmental and labour protection laws.<sup>1</sup>

I am sure that you agree that consumers should have the right to accurate information about what they buy. However, SodaStream home beverage carbonating devices are fraudulently labelled as “Made in Israel” despite being made in an illegal settlement. On February 25th, 2010, in a ruling against SodaStream's distributor in Germany, Brita, the European Court of Justice stated that settlement products are not “Made in Israel”, and therefore cannot benefit from trade agreements with the State of Israel.

The “Made in Israel” label is not just a customs fraud; it is misleading your customers. Your customers are misled to think that SodaStream is an environmentally-friendly product, built inside the ‘Green Line’ but they don't know the truth about the destruction of life and land brought about by the Mishor Adumim settlement industrial zone, which was designed to cut the occupied West Bank in two, destroying all hope for a contiguous future Palestinian state.

SodaStream devices are made on land expropriated from its original Palestinian owners, and employing Palestinian workers under the discriminatory and exploitative conditions of Israel's military occupation, including severe restrictions of movement and organisation<sup>2</sup>. Sodastream's Palestinian workers have spoken out on the harsh conditions: “They treat us like slaves. This has happened many times on the assembly line: when a worker is sick and wants to take sick leave, the supervisor will fire him on the second day. They will not even give him warning or send him to human resources, they will immediately fire him.”<sup>3</sup>

As Mike Merryman-Lotz from the American Friends Service Committee puts it, ‘By choosing to locate its factory in a settlement, SodaStream has chosen to support the settlement enterprise and the occupation. The taxes the factory pays do not go to benefit Palestinian workers. Rather they go to the Israeli government and the Ma'aleh Adumim Municipality where they are used to support the growth and development of the settlement and to sustain the occupation.’<sup>4</sup>

We are urging you to stop stocking Sodastream products immediately, and would welcome the opportunity to meet with you to explain further why you should do so if required.

Yours

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<sup>1</sup> <http://www.whoprofits.org/sites/default/files/WhoProfits-ProductioninSettlements-SodaStream.pdf>

<sup>2</sup> <http://corporateoccupation.org/they-destroyed-out-lives-and-then-gave-a-few-people-a-job-it-is-nothing-some-unanswered-questions-for-sodastream/>

<sup>3</sup> <http://www.bdsmovement.net/2013/sodastream-treats-us-like-slaves-says-palestinian-factory-worker-10971>

<sup>4</sup> <http://www.aljazeera.com/indepth/opinion/2013/07/2013711145016751282.html>