

Coca-Cola's Abuses Shattering Dreams, Lives and Livelihoods



Serial Criminal Coca-Cola and James Quincey, its \$24.9 million dollar-a-year Chairman/CEO must be held accountable for complicity and involvement in appalling labor and human rights abuses in Latin America!

Child Labor, Forced Labor and Potable Water Scarcity

For decades, The Coca-Cola Company (TCCC) has treated Mexico as its colony to exploit regardless of the harmful ramifications to its people. It serves as a blight on the country, and especially its children, who are special targets for Coke's marketing of sugary, chemical-laden sodas that fuel the childhood obesity, high blood pressure, diabetes and dental decay epidemics. Due to Coke's aggressive marketing, Mexico has, by far, the highest per capita consumption of Coca-Cola in the world.

Children illegally involved in the dangerous harvesting of sugar cane for Coca-Cola's sugar suppliers, and victims of forced labor in Latin America, remain woefully imperiled.

It should be noted that Coca-Cola was listed in March 2020 as a company suspected of ties to forced labor in Xinjiang, China by the United States Congressional-Executive Commission on China. Coca-Cola is also among the



Exploiting children only brings despair.

major companies and business groups lobbying USA's Congress in 2020-21 to weaken legislation that would ban imported goods made with forced labor.

After Vicente Fox, former head of Coca-Cola Mexico became Mexico's president from 2000 to 2006, Coca-Cola was given 27 water concessions allowing it to pollute and steal water from land owned by indigenous people. In Mexico today where potable water is scarce or nonexistent, there is plenty of Coke everywhere to buy and drink and children and adults become sicker. Mexico ranks #1 of any country in North America for the prevalence of diabetes in the 20 to 79 age group.

Coca-Cola's CEO James Quincey, over the last two decades, has been an integral player in Coke's egregious crimes in Latin America and particularly in Mexico.



James Quincey

Quincey's promotion to CEO in 2017 meant that Coca-Cola intended to continue its illegal and immoral treatment of workers and children anywhere they could get away with it. Quincey joined Coca-Cola's Latin

America Group in 1996 and became president of the South Latin Division in 2003. During his tenure in Latin America, Coca-Cola has faced numerous charges of complicity in human rights abuses in Colombia and Guatemala, including the kidnapping, torture and murder of union leaders documented on www.KillerCoke.org and in *The Coca-Cola Case*, a documentary produced by the National Film Board of Canada.

James Quincey's and Coca-Cola's Billion Dollar Tax Evasion Scheme

James Quincey was president of Coca-Cola Mexico from 2005 to 2008. In 2007 he also headed Coca-Cola shell company SIAAGSA and presided over a scheme to defraud hundreds of Mexican employees out of profit sharing and the Mexican government out of billions of dollars in tax revenues. Mexican law requires that 10% of a company's annual profits be distributed to its employees. In 2007 alone, Coca-Cola Mexico's profit was \$700 million. By law, \$70 million should have been distributed to its employees, but it wasn't.

SIAAGSA is the vehicle that has allowed Coca-Cola to defraud workers and the government. Corpuser, headquartered in Mexico City's World Trade Center, is an international law firm catering to corporate clients. The firm issued a report in May 2011 warning clients not to follow in the footsteps of Coca-Cola stating, "If the accusations of fraud held against Coca-Cola were found to be true, the company would lose a figure ranging in the billions..."

This massive tax evasion scheme by Quincey involving Coca-Cola's corporate headquarters in Atlanta, Georgia came to light when marketing executive Angel Alvarado, a Mexican citizen, sued Coca-Cola after he was pressured to resign for refusing an order to become involved in criminal activities.

Angel Alvarado Case Shows How Low Quincey and Coca-Cola Will Sink

In 2007, after 16 years on the job, young family man Angel Alvarado was rising in the ranks at Coca-Cola when he was ordered by unsavory supervisors to violate the company's code of conduct and Mexican law in order to destroy Coca-Cola's competition. Angel refused and later was summoned into a meeting room where company officials, attorneys and others awaited his arrival. An intimidating armed guard was stationed outside the door of the room where Mr. Alvarado was held against his will.



Angel Alvarado

Under extreme duress, Angel was forced to sign a letter of resignation. Leading up to his "resignation" his number of assistants and tasks were reduced, he was kept out of important meetings, his desk was ransacked and his emails were read looking for something that might be used against him. What a way to treat a loyal employee whose hard work and outstanding performance within Mexico and abroad had won him several promotions, raises and letters of commendation from his superiors.

Suddenly Angel's livelihood was gone and his family's future and well being put in jeopardy. Traumatized by events, Angel filed lawsuits under labor and criminal law against Coca-Cola after being told he would not receive profit sharing and other benefits to which he was entitled for his years of employment with the company.

Coca-Cola's political connections and high-priced lawyers have so far effectively prevented Angel from getting his day in court before a judge and jury.

Coke Faces \$345M Criminal Complaint — Seeks to Destroy GO GABA Entrepreneur Jose del Valle

Mexico City's Jose del Valle, a young, socially responsible entrepreneur with a big dream, after years of hard work and sacrifice, developed a sugarless, naturally sweetened beverage named GO GABA. GO GABA's unique formula of natural ingredients, according to several scientific studies, boosts brain performance, reduces anxiety and stress, and increases concentration.



Jose del Valle

Jose established markets in Mexico and The Netherlands, and won international acclaim for bringing this healthy new beverage into the market. Coca-Cola recognized the unique value and revenue-producing potential of GO GABA and wanted the trade secrets behind GO GABA for themselves.

Through a series of nefarious activities, and under the leadership of its current Global Chief Marketing Officer Manuel Arroyo, Coca-Cola breached a legally binding agreement with Jose and his company YASO; stole his trade secrets and began marketing Fanta GABA in Japan in May 2018. In July 2018, Jose filed two criminal complaints against Coca-Cola for corporate fraud and industrial property theft. Mexico City's Attorney General officially determined that Jose had suffered losses totaling \$345 million USD.

Senior executives of Coca-Cola, including Selman Careaga, President of the Global Coca-Cola Category, have defiantly ignored subpoenas to answer questions from Mexico City's prosecuting authorities. Coca-Cola sued Jose on commercial grounds to "bully" him; in time Coca-Cola withdrew its appeal in contradiction to their own claims of no wrongdoing despite the evidence.

Arrogant Coca-Cola executives, with the complicity of its Board of Directors (Herb Allen, Marc Bolland, Ana Botín, Christopher C. Davis, Barry Diller, Helene D. Gayle, Alexis M. Herman, Maria Elena Lagomasino, James Quincey, Caroline J. Tsay, David B. Weinberg) are continuing their reprehensible efforts to malign and crush Jose's dream and quest for justice with ongoing unethical behavior.

Deadly Violence Used Against Colombian and Guatemalan Union Leaders

Under the leadership of CEOs James Quincey, Muhtar Kent, Neville Isdell and Douglas Daft, The Coca-Cola Company has turned a blind eye and wracked up an unenviable record of horrific human rights abuses and deplorable workplace rights violations. Nowhere have those abuses been more shocking than in Colombia and Guatemala.

From 2001 to 2010, a series of lawsuits were filed in the United States against Coca-Cola and its Latin American bottlers over deadly human rights abuses in Colombia and Guatemala. The lawsuits charged that Coca-Cola



Murdered Colombian union leaders Isidro Gil and Adolfo Munera.

and its bottlers, “contracted with or otherwise directed paramilitary security forces that utilized extreme violence and murdered, tortured, unlawfully detained or otherwise silenced trade union leaders.” They sued on behalf of SINALTRAINAL, the main union representing Coke workers in Colombia; several of its members and the survivors of two murdered union leaders, Isidro Gil and Adolfo de Jesus Munera.

Coca-Cola’s well-documented history of complicity in deadly violence against union leaders and family members in Guatemala dates back to the 1970s. The 2010 Guatemalan lawsuit was filed on behalf of union leaders Jose Alberto Vicente Chavez whose son and nephew were murdered and daughter gang-raped, and Jose Armando Palachios whose family gained asylum in the United States because of repeated death threats and attempts on his life.

Worldwide outrage over these and numerous other murders, and the never-ending death threats to beat back labor union organizing, caused Coca-Cola’s chief executives to falsely claim that the United Nations International Labor Organization (ILO) had agreed to do an independent investigation of the allegations of violence against union leaders representing Coca-Cola workers in Colombia.

For two decades, Coca-Cola’s CEOs have brazenly lied and continue to lie even after the ILO stated they had never agreed to such an investigation and, in fact, the ILO never had the authority to do so. These questions must be asked: Does Coca-Cola act more like a criminal syndicate or a respectable soft drink company? Are many Coke executives in reality con artists and mobsters?

**Unthinkable!
Undrinkable!**

**Coca-Cola, the Company that leaves
a bad taste in your mouth!**

No community that values ethics, morality and justice should be identified with predatory criminal Coca-Cola, nor serve as a marketplace for Coke sales and advertising. We ask that your community stand up for human rights by banning Coke products from your homes and by removing Coke machines and fountains from your schools, businesses, union halls, offices and government facilities until The Coca-Cola Company cleans up its act.

**For a list of Coca-Cola beverages,
visit <https://www.coca-colacompany.com/brands>.**

Campaign To Stop Killer Coke

www.KillerCoke.org • info@KillerCoke.org