

EYE ON COKE

Coke Sweetens Apartheid

The future of South Africa will ultimately be determined by South Africans, particularly by the majority who have been excluded from political power. U.S. based multi-national corporations can either assist or hinder the process of genuine change.

The divestment movement throughout the U.S. is a non-violent strategy to bring about the desired fundamental change in South Africa. Success in the disinvestment movement is one of the most effective building blocks toward bringing pressure on the South African Government. The Coke Campaign is one facet of the disinvestment movement.

Based on the September 17, 1986 announcement by Coca-Cola that they intend to disinvest, many people believe that Coca-Cola has actually disinvested. Apparently, it is important and profitable for Coke to maintain economic links with South Africa at all costs- even if they have to distort the truth.

According to an Atlanta Journal Constitution article November 9, 1986, Coke is the dominant name in the South African soft drink industry, with 69 percent of the market and 76 percent of its sales to blacks. The figures are unlikely to change despite Coca-Cola's move to divest, or sell off, its South African interests.

A financial Times article March 7, 1987 stated that Coke has offered shares of its soft drink bottling industry to 8,000 black South African retailers.

It must be remembered that the object of disinvestment is not to change the color of people who finance apartheid, but to end all financial support for apartheid.

Why a Coke Campaign?

1. COKE CONTINUES TO HAVE THE LARGEST SHARE OF THE SOUTH AFRICAN SOFT DRINK INDUSTRY, WITH 69% OF THE MARKET, AND 76% OF ITS SALES TO BLACKS.
2. COKE HAS NOT ACTUALLY SOLD ANY OF ITS SHARES TO BLACKS, ONLY OFFERED THEM. THE APARTHEID REGIME PLACES SEVERE LIMITATIONS ON BLACK BUSINESS DEVELOPMENT.
3. COKE IS MOVING ITS SYRUP PLANT TO SWAZILAND, A NEIGHBORING COUNTRY OF SOUTH AFRICA THAT IS FORCED TO MAINTAIN CLOSE ECONOMIC TIES TO SOUTH AFRICA
4. COCA-COLA PRODUCTS WILL STILL BE SOLD THROUGH 15 INDEPENDENT BOTTLING COMPANIES.

COCA-COLA STILL HELPS TO FINANCE APARTHEID. ANY CORPORATION THAT MAKES A PROFIT FROM APARTHEID PARTICIPATES IN THE DESTRUCTION OF THE LIVES OF THE MAJORITY OF THE PEOPLE. TOTAL DISINVESTMENT MUST MEAN THE CESSATION OF ALL ECONOMIC OPERATIONS AND CONNECTIONS, INCLUDING LICENSE, TRADEMARKS, FACTORIES, SUPPLIERS AND DISTRIBUTORS.

BOYCOTT COCA-COLA PRODUCTS

THE COKE CAMPAIGN (404)586-0460

THE COKE CAMPAIGN NEEDS YOU!

The National Coke Campaign
is in need of your support.
Please contact the National
Coke Campaign headquarters
at:

92 Piedmont Av NE Atlanta,
GA 30303 (404) 586-0460

We Need Your Help:

* To develop a Coke Campaign
chapter in your city,
school, or neighborhood.

* To establish COKE FREE
ZONES in specific regions
where Coke products are
sold.

* To give your time to the
distribution of literature
regarding the Coke Campaign.

* To help with clerical
duties regarding the running
of an effective national
campaign.

* To publicize events around
the Coke Campaign.

* To help organize rallies,
marches and forums for the
Coke Campaign.

* To write Carl Ware, Vice
President of Urban Affairs,
P.O. Drawer 1734, Atlanta,
GA 30301. Insist that Coke
totally disinvest from
South Africa.

* Call Coca-Cola's consumer
hotline 1-800 GET COKE and
state your position about
their continued presence in
South Africa.

* Purchase Coke Campaign
materials, make donations,
or hold fundraisers to help
finance the Coke Campaign.

Order Form



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| T-SHIRTS | MEDIUM LARGE EXTRA-LARGE | RETAIL \$8.00 | WHOLESALE \$6.00 |
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| STICKERS | | RETAIL \$.75 | WHOLESALE \$.50 |

Name _____

Address _____

City _____ State _____ Zip _____

MAKE CHECKS PAYABLE TO: COKE CAMPAIGN 92 PIEDMONT AVE NE ATLANTA, GA 30303