

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

**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..."

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

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 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 anti-social behavior and how you can help stop it, visit:

**[www.StopCokeDiscrimination.org](http://www.StopCokeDiscrimination.org)**  
**[www.KillerCoke.org](http://www.KillerCoke.org)**

Visit **[www.Facebook.com/TheCoke16](https://www.facebook.com/TheCoke16)** and click on "Like" to show your support for The Coke 16 and to register your vote against The Coca-Cola Company's unjust treatment of its workers.



Ramon Hernandez



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