

N **SAY** NO **PEPSI**

Pepsico corporation has recently signed a trade agreement with the Russian government to manufacture and sell Pepsi-Cola in the Soviet Union. In addition, Pepsico will be importing and marketing Russian alcoholic beverages in the U.S. through its Monsieur Henri Wine subsidiary.

SOVIET JEWS DENIED FREEDOM

Yet, while this is taking place, the Jews of Russia are being oppressed and are the subjects of overt discrimination. Jewish literature and art is virtually non-existent. Most synagogues have been closed, and all forms of Jewish learning and religious teaching have been outlawed.

And now, thousands of Russian Jews are being denied the freedom to emigrate from the Soviet Union, or are being forced to pay high ransom taxes to the Soviet government for exit visas.

FREE PEOPLE BEFORE FREE TRADE

Pepsico is fully aware of this situation. And by signing its trade agreement with the Soviet Union, it is condoning this Russian governmental policy of oppression. The basic concepts of human rights, which are the foundation and basic strengths of our country, should not be forfeited by dealing with a nation that holds people in bondage. Free people must come before free trade, or in time there will be none of either. "Anyone doing business with those who seek to destroy human rights and dignity must not have our support."

SAY NO TO PEPSI PRODUCTS AND SERVICES**

**PEPSI-COLA SOFT DRINKS **FRITO-LAY SNACK FOODS **MONSIEUR HENRI WINES

**WILSON SPORTING GOODS **NORTH AMERICAN VAN LINES **PEPSICO RENTING AND LEASING

**MOUNTAIN DEW SOFT DRINKS

PRESS RELEASE
from
THE UNION OF COUNCILS FOR SOVIET JEWS

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FOR IMMEDIATE RELEASE:

PEPSI BOYCOTT FOR SOVIET JEWS

The Union of Councils for Soviet Jews has called for a boycott of Pepsi-Cola to protest the trade agreement recently concluded by Pepsico Inc. with the Soviet government, despite the continued repression of Soviet Jews wishing to emigrate to Israel.

The boycott against Pepsi Cola and other products of Pepsico Inc. is one of a series of measures to persuade the Soviet authorities, through economic means, that limitations on emigration and harassment of Soviet Jews is "unprofitable."

A Washington spokesman for the Union of Councils said:

"Widespread protests and appeals to Soviet authorities by governments, international organizations, and private individuals have produced only a token response from the Soviets."

"It is immoral to extend trade benefits, especially in luxury commodities, while the Soviet government continues to violate the fundamental human rights of freedom of emigration and free exercise of religion."

"The action taken by Pepsico Inc. should be of concern to all people who value human life and dignity."

"The Pepsico agreement not only marks the first time that American consumer goods will be manufactured and sold in the Soviet Union, but is dependent on the purchase of quantities of Soviet alcoholic beverages by the American public through Pepsico's subsidiary Monsieur Henri Wines."

Through the trade agreement, Monsieur Henri wines, a subsidiary of Pepsico Inc., will have exclusive rights to import Russian brandies, wines, and champagnes. They already handle a line of Soviet vodka which is considerably more expensive than the American product. Since the sales of Pepsi-Cola to the Soviet Union is dependent on the dollar volume of Soviet products sold through Pepsico's subsidiary, a massive advertising campaign has been launched to convince the American consumer to purchase Soviet alcoholic products.

Harold Light, first Vice-Chairman of the Union of Councils in San Francisco, stated that: "I find nothing wrong with supplying the Russian people with a beverage they can enjoy. However, it is the Americans who will subsidize the Pepsi-Cola sales through the purchase of Soviet wines, vodka, brandy and champagne to supply the Soviet government with hard currency so they can continue to oppress the Soviet Jews."

He went on to say that, "The American public will pay not only in dollars, but in the net economic effect on American winegrowers, and jobs for farm workers,

Pepsi Boycott cont:

truckers, and others involved in the American wine and beverage industries."

The boycott of Pepsico Inc. will extend to the goods and services of its subsidiary corporations including: Monsieur Henri Wines, Frito-Lay products, Wilson Sporting goods and North American Van Lines.

The boycott has already begun in Southern California. It was initiated on November 22 by the Southern California Council for Soviet Jews and the California Students for Soviet Jews.

A Washington spokesman stated that several bulk users of Pepsico products have indicated that they will be switching to new suppliers.

Dr. Louis Rosenblum, Chairman of the Union of Councils for Soviet Jews, stated in Cleveland:

"Business is not an end to itself; the welfare of human beings is. Anyone doing business with those who seek to destroy human rights and dignity must not have our support."

Council Boycotts Pepsico

A nationwide boycott of Pepsico Corp., soft drinks and the conglomerate's other goods and services was announced yesterday by the Union of Councils for Soviet Jewry to protest the company's recent trade agreement with the Soviet Union.

The aim of the boycott, a UCSJ spokesman said, is to show the Russians that oppression of Jews can be unprofitable. Widespread protests and appeals to permit Jewish emigration from the Soviet Union have produced only token response, the spokesman said.

The boycott involves not only the American-made products of Pepsico, but also Soviet wines and liquor sold here by Monsieur Henri Wines, a Pepsico subsidiary, as a condition of the Russians' importation of Pepsi drinks.

"Business is not an end to itself; the welfare of human beings is," said Louis Rosenblum, chairman of the UCSJ. "Anyone doing business with those who seek to destroy human rights and dignity must not have our support." Rosenblum is a scientist with the National Aeronautics and Space Administration in Cleveland.

Local affiliates of the UCSJ plan to contact bulk users of

Pepsico products and urge them to change brands, the spokesman said. In Washington, two synagogues have agreed to remove Pepsi machines from the premises, the spokesman said.

In addition to the soft drinks, the UCSJ boycott will extend to such Pepsico subsidiaries as Frito-Lay, Wilson Sporting Goods and North

American Van Lines, the spokesman said. The boycott was begun by two UCSJ organizations in Southern California Nov. 22.

The UCSJ has 30 member groups in the United States and Canada, and works closely with about 30 other organizations that are not directly affiliated with it, the spokesman said.

SAN FRANCISCO EXAMINER 12/10/72 pg 2

Pepsi Runs Into A Boycott

WASHINGTON — (AP) — The Union of Councils for Soviet Jews has called a boycott of Pepsi-Cola to protest the recent trade agreement concluded by Pepsico Inc. with the Soviet government.

The group said the agreement was made despite the continued repression of Soviet Jews wishing to emigrate to Israel. The boycott is one of a series of economic measures to persuade Soviet officials that limitations on emigration of Jews is unprofitable.

"It is immoral to extend trade benefits, especially in luxury commodities, while the Soviet government continues to violate the fundamental human rights of freedom of emigration and free exercise of religion," a Washington spokesman for the Union of Councils said in a statement.

"The Pepsico agreement not only marks the first time that American consumer goods will be manufactured and sold in the Soviet Union, but is dependent on the purchase of quantities of Soviet alcoholic beverages by the American public through Pepsico subsidiary Monsieur Henri Wines," he said.

The Council said the boycott of Pepsico Inc. will extend to the goods and services of its subsidiary corporations, including Monsieur Henri Wines, Frito-Lay products, Wilson Sportings goods and North American Van Lines.