

# QUIT!'s Bursting the SodaStream Bubble

## What is SodaStream?

SodaStream is a home-product used to put bubbly fizz into water.

## Who is QUIT! and what do you have against bubbles???

QUIT! (Queers Undermining Israeli Terrorism) is a fun, bubbly group, but we do have something against injustice! SodaStream misleads consumers by marketing its devices and bottles under a 'Made in Israel' label. In fact the devices are actually made in the occupied West Bank in an illegal Israeli settlement, part of the Palestinian land Israel has illegally occupied for over 60 years. The settlements are a violation of the Fourth Geneva Convention, which forbids an occupying power from moving its citizens into occupied territory. Since 1967, Israel has taken over more and more land for settlements, forcing the Palestinians into smaller and smaller areas, while Palestinian freedom of movement is increasingly restricted in the name of security for the settlers. The Segregation Wall, which was ruled illegal by the International Court of Justice in 2005, is part of this campaign to drive the Palestinians from their land.

## Why should I care? I'm not buying SodaStream anyway.

Even if you're not buying a SodaStream product, you can let Cliff's know that you would like them to stop carrying it, that you believe justice is more important than profit. And, if you pay U.S. taxes, you are already supporting the illegal Israeli occupation to the tune of over three billion a year that Israel gets from the U.S. We know you don't want to carry that tune! The decisions that you make DO MATTER!

## What's the point of a boycott - does anyone else care about this?

The Swedish Coop Grocery chain joined the boycott in July 2011. Prior to that announcement, Sweden was the company's largest market. SodaStream also received an adverse ruling by the European Court of Justice which said that goods produced in settlements should not be considered as made in Israel and shouldn't enjoy the tax exemption of the EU-Israel Association Agreement. Boycotts are a time-honored nonviolent strategy to pressure companies, governments, and institutions to make changes in support of justice. Queers supported and worked on boycotts such as the Montgomery bus boycott, the Coors boycott, and the boycott of South Africa to end apartheid. The decisions that you make DO MATTER!

## I shop at Cliff's and like the store – why does QUIT want to hurt Cliff's?

QUIT members shop at Cliff's too – we support Cliff's as a great neighborhood store and don't want to hurt the store at all. But we know that YOU – Cliff's customer – care about more than just buying things, that you care about doing what you can to make sure that the queer values of justice and liberation are supported when you shop, and that you can support Cliff's by encouraging them to drop SodaStream.

## I want to drink soda and don't want to use lots of plastic bottles. What alternatives are there?

In San Francisco, a great alternative is Seltzer Sisters, which delivers old-fashioned seltzer straight to your home. Check them out at <http://www.seltzersisters.com/>. There are also countertop soda makers manufactured by iSi, available at Bed Bath & Beyond and from various online retailers.

**It's not green or clean to support occupation –  
Tell Cliff's to Boycott SodaStream!**

