SodaStream

SodaStream is an Israeli company that produces eco-friendly kitchen appliances, which turn still water into carbonated beverages. While located in Judea and Samaria (the “West Bank”), **SodaStream employed hundreds of Israeli and Palestinian Arab workers, actively promoting coexistence and mutual respect.** The factory housed both a mosque and a synagogue, so that all workers may worship freely.¹

- Unfortunately, in 2014, the Boycott, Divestment, and Sanctions (BDS) movement pressured SodaStream into moving its headquarters out of Judea and Samaria.²
  - BDS is an anti-Palestinian movement that is also dedicated to the delegitimization of Israel and the prevention of cooperation between Israelis and Palestinian Arabs.

- BDS claims to advance Palestinian Arab rights; however, Palestinian Arabs working at SodaStream were devastated by the company’s move.
  - Hundreds of Palestinian Arabs lost their high-paying jobs with benefits such as free transportation, daily breakfast and lunch, and health insurance.³⁴
  - Anas Abdul Wadad Ghayth, one of SodaStream’s former Palestinian Arab workers, grieved for his lost friendships at the factory: "We were one family… I am sad because I am leaving friends I have worked with for a long time."⁵

- SodaStream CEO Dan Birnbaum was especially disappointed by BDS’ aggressive attack on Israeli-Palestinian Arab coexistence: "**SodaStream should have been encouraged in the West Bank by the BDS, if they truly cared about the Palestinian people**… We were the largest private employer of Palestinians in the world, period. How can you fight that? How can you argue that's bad for the Palestinians?"⁶

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¹ Anti-Israel groups push product, performers boycott. Michele Chabin, USA TODAY. March 17, 2013.
³ Anti-Israel groups push product, performers boycott. Michele Chabin, USA TODAY. March 17, 2013.
⁴ Anti-Israel groups push product, performers boycott. Michele Chabin, USA TODAY. March 17, 2013.