

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



Photo:SodaStream

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

² *SodaStream to move factory out of West Bank Israeli settlement.* Ian Black. The Guardian. October 29, 2014.

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

⁴ *Palestinian workers back Scarlett Johansson's opposition to SodaStream boycott.* Christa Case Bryant. The Christian Science Monitor. January 30, 2014.

⁵ *Palestinian Employees Lose Out After BDS Movement Targets SodaStream.* Abraham Rabinovich. February 29, 2016.

⁶ *On way out of West Bank, SodaStream CEO blasts BDS as anti-Semitic.* Niv Elis. The Jerusalem Post. September 3, 2015