

Question Planned for Coca-Cola Shareholder Meeting
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April 25, 2012
Atlanta, GA

Coca Cola recently ended a relationship with the American Legislative Exchange Council after a five-hour campaign from the radical left-wing pressure group Color of Change, a group co-founded by “9/11 truther” Van Jones and whose financial mailing address appears to be a post office box at a Mail Max store in Oakland, California.

Color of Change reported just over \$500,000 in income in 2010. Coca Cola reported \$11.1 billion in revenue in just the last three months. It was a true David vs. Goliath tale.

And it’s not going to stop. What you’ve done is put a giant target on this company — setting it up for future attacks. The question is, will you continue to give in?

Coca Cola worked with ALEC “to oppose discriminatory food and beverage taxes,” but the Color of Change campaign linked the company to ALEC’s promotion of state-level ballot protection measures. It was an apples and oranges demand, but you chose the path of least resistance and hobbled a policy resource in the process.

What I ask you to explain to us now is how Coca Cola will react when, emboldened by your recent capitulation, Color of Change and a Pandora’s box of other left-wing pressure groups demand more. What will you do when they demand you to drop your support for the U.S. Chamber of Commerce because the Chamber doesn’t believe the debate on global warming is over? What benefits of your membership with the Chamber or the Business Roundtable or the Food Marketing Institute will be lost if special interests demand that you drop them like you dropped ALEC?

Ballot protection measures, by the way, recently polled at 70 percent approval from a majority of both Republicans and Democrats. And I would dare to say those are also the people who more likely buy and enjoy your Coca-Cola.

So, please, steel your spines against the radicals’ demands and do what is best for the business.

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