

Dear appliance store,

As one of your local customers, I am asking you to deshelve SodaStream products because of SodaStream's human rights violations and complicity in apartheid.

This campaign is in response to the Palestinian call for Boycott Divestment and Sanctions (BDS) until Israel meets its obligation to fully comply with international law, and upholds the Palestinian people's right to self-determination.

In 2015 SodaStream closed its factory in an illegal settlement in the Occupied Palestinian West Bank, following years of boycott campaigns worldwide. SodaStream has now moved its factory to the Negev Desert, where Palestinian Bedouin citizens of Israel are being forcibly dispossessed from their lands, herds and food sources.

SodaStream exploits the incredibly insecure lives the Bedouin are forced to live, employing them under terrible conditions. They have no choice but to earn a living with companies (like SodaStream) which are complicit in their displacement.

We therefore ask you to stop selling SodaStream products. You will not be alone. In July 2014, John Lewis (the major department store chain in the UK) removed all SodaStream products from its shelves and Macy's, a major department store in the USA, has also deshelled SodaStream products.

Yours sincerely,

A customer.

P.S. If you require more information, or would like to discuss this matter with local campaigner organisers, please contact wellington@aotearoabds.org