



ATTENTION: STORE MANAGER

Please stop selling Ben & Jerry's ice cream and Unilever products, until they stop enabling antisemitism.

Unilever is a large multinational corporation that owns over 400 brands worldwide, including Ben & Jerry's, Axe, Dove, Lipton, and many more.

Here are examples of how these companies have enabled antisemitism:

- Unilever brand Ben & Jerry's announced it would cut ties with its factory in Israel after 2022, in an effort to appease extremists who oppose Israel's existence.
- The chair of Ben & Jerry's independent board supports discriminatory boycotts against the only Jewish country, Israel; implied Israel's existence is a "catastrophe"; and attempted to whitewash the terrorist group Hamas.
- The board chair also runs a group called the Oakland Institute, which encouraged support for "resistance to Israel" by the terrorist group Hezbollah. The Ben & Jerry's Foundation has reportedly donated at least \$170,000 to the Oakland Institute.
- Unilever can reverse Ben & Jerry's decision and take a strong stand against this hatred, but it has refused to do so.
- In September 2021, a former Unilever employee sued the company for antisemitic discrimination.

Numerous state governments have removed their investments in Unilever, and multiple stores have stopped or reduced their sales of Ben & Jerry's products, representing hundreds of millions of dollars. I hope you join them in holding these companies accountable, until they stop enabling hatred and discrimination against Jews.

For more information, visit www.corporateantisemitism.com.

Please share this information with your corporate management.

—A CONCERNED CUSTOMER!