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United States Senate

COMMITTEE ON COMMERCE, SCIENCE,
AND TRANSPORTATION

WASHINGTON, DC 20510-6125

WEBSITE: <https://commerce.senate.gov>

LILA HARPER HELMS, MAJORITY STAFF DIRECTOR
BRAD GRANTZ, REPUBLICAN STAFF DIRECTOR

November 1, 2023

James Quincey
Chairman & CEO
The Coca-Cola Company
One Coca-Cola Plaza
Atlanta, GA 30313

Dear Mr. Quincey:

On an October 18th episode of my podcast, *Verdict*, I noted that your brand Sprite had previously announced a \$500,000 contribution to the Black Lives Matter Global Network. Following the episode's release, Coca-Cola scrubbed several of its webpages to remove any mention of the contribution. An analysis of the website code appears to show Coca-Cola deleted references to the Black Lives Matter Global Network on the morning of October 19, 2023, the day after my podcast was released.

Coca-Cola's attempt at erasing the evidence of its publicized donation is a tacit admission that criticisms of the Black Lives Matter movement—and of Sprite's support for it—have merit. Coca-Cola evidently wants the public to forget how it propped up a far-left group that has refused to condemn the Hamas terrorist organization and whose representatives have openly advocated since at least 2015, well before Sprite's June 2020 donation, "to end the imperialist project called Israel."¹

It is important for Congress to understand Coca-Cola's purpose in deleting this information from its website. The Standing Rules of the Senate provide the Committee on Commerce, Science, and Transportation the authority to "review and study, on a continuing basis" matters of interstate commerce and consumer affairs.² Therefore, please provide the documents requested below and written responses to the questions below no later than November 15, 2023, and in accordance with the attached instructions, noting in particular your obligation to preserve certain records:

1. Why did Coca-Cola conceal its support of the Black Lives Matter Global Network?
2. Why did Coca-Cola not distance itself from Black Lives Matter until *after* my public comments?

¹ Brian Flood, *Black Lives Matter Co-Founder Called for 'End' of Israel in 2015*, FOX NEWS (Oct. 11, 2023), <https://www.foxnews.com/media/flashback-back-lives-matter-co-founder-called-end-israel-2015>.

² S. Rules XXV(1)(f), XXVI(8).

3. Detail any previous or current financial commitments by Coca-Cola or its subsidiaries to the Black Lives Matter Global Network. State whether they have been fulfilled and whether Coca-Cola intends to financially support the Black Lives Matter Global Network in the future.
4. Provide copies of any documents or communications referring or relating to any statement on Coca-Cola's website about Sprite's contribution to the Black Lives Matter Global Network, including the deletion or alteration thereof, between October 18, 2023, and the date of your response.
5. Provide copies of any electronic logs or similar documents documenting the deletion of references to Sprite's contribution to the Black Lives Matter Global Network from Coca-Cola's website.

Thank you for your attention to this matter.

Sincerely,



Ted Cruz
Ranking Member