



B ' N A I B ' R I T H I N T E R N A T I O N A L

July 26, 2021

Alan Jope
Chief Executive Officer
Unilever

Dear Mr. Jope:

On behalf of B'nai B'rith International's more than 100,000 members and supporters in over 40 countries around the world, we write to express our deep dismay at the decision by Ben and Jerry's to cease activities in the West Bank and eastern Jerusalem. Ben and Jerry's is participating in a discriminatory boycott aimed at weakening Israel's security and isolating the Jewish state within the international community.

We understand that Ben and Jerry's operates under an independent board, but Unilever remains the parent company of a brand that is now taking part in a global movement that is anti-Semitic and anti-Zionist. BDS' own founders have indicated that their goal is the elimination of the Jewish state. The sole focus of their ire is not any of the world's worst human rights abusers, but rather the Middle East's only democracy. Their denial of Israel's right to exist as a Jewish state in the region not only threatens Israel's security, but hinders the peace process.

B'nai B'rith calls on Unilever to reverse Ben and Jerry's decision and resume the brand's business activities in the West Bank and eastern Jerusalem. Unilever should not allow such a vicious act of hatred and discrimination to take place under its name.

Respectfully,

Charles O. Kaufman
President

Daniel S. Mariaschin
Executive Vice President and CEO

THE GLOBAL VOICE OF THE JEWISH COMMUNITY
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