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## The Coca Cola Case

**The truth that refreshes**

***The Coca-Cola Case* - A documentary film about Coke and labour rights in the bottling plants.**

**You'll never look at a can of Coke the same way after seeing this documentary film.**

Directors German Gutierrez and Carmen Garcia present a searing indictment of the Coca-Cola empire and its alleged kidnapping, torture and murder of union leaders trying to improve working conditions in Colombia, Guatemala and Turkey. The filmmakers follow labour rights lawyers Daniel Kovalik and Terry Collingsworth and an activist for the Stop Killer-Coke! Campaign, Ray Rogers, as they attempt to hold the giant U.S. multinational beverage company accountable in this legal and human rights battle.



# The Coca Cola Case

## The truth that refreshes

Original idea and research

**Germán Gutiérrez**

Script

**Carmen Garcia**

Field director, director of photography  
and sound recording

**Germán Gutiérrez**

Assistant director

**Ricardo Restrepo**

Picture editing

**Elric Robichon**

Original music score

**Olivier Alary**

Conception sonore

**François Senneville**

Sound design

**Carmen Garcia** ([Argus Films](#))

**Johanne Bergeron et Yves Bisailon** (ONF)

Produced by

In co-production with the National Film Board of Canada

With the financial participation of

Québec - Crédit d'impôt cinéma et télévision

SODEC - Société de développement des entreprises culturelles - Québec

Téléfilm Canada

Canada - Crédit d'impôt pour film ou vidéo canadien

With the collaboration of SBS Australia



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# Screenings

- ON TV  
[SUNDANCE CHANNEL](#)
- Saturday, July 30th , 2:00 PM EST

## Contact

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## The film

Columbia is the trade union murder capital of the world. Since 2002, more than 470 workers' leaders have been brutally killed, usually by paramilitaries hired by private companies intent on crushing the unions. Among these unscrupulous corporate brands is the poster boy for American business: Coca-Cola.

Talk to Martin Gil: His brother Isidro was killed at point-blank range while working at the Coca-Cola bottling plant in Carepa, because he was part of a union bargaining unit. Like most violent crimes committed against Colombian union leaders, Gil's murder went unpunished.

However, U.S. lawyers Daniel Kovalik and Terry Collingsworth, as well as activist Ray Rogers, stepped in and launched an ambitious crusade against the behemoth Coca-Cola. In an incredible three-year saga, filmmakers Germán Gutiérrez and Carmen Garcia follow these heroes in a legal game of cat and mouse. From Bogotá to New York, Guatemala to Atlanta, Washington to Canada, *The Coca-Cola Case* maintains the suspense of a hard-fought struggle.

The lawyers filed several cases at the U.S. federal court against Cola-Cola for murder, abduction and torture committed in Colombia and Guatemala. Thanks to activist Ray Rogers, they also attacked the brand image of the Atlanta-based giant, with the devastating campaign Stop Killer Coke!, causing dozens of U.S. colleges and universities to boycott the drink.

Still the company would not give up. After five years of haggling, will the lawyers get justice? In the end, they reach a settlement of sorts, but what will the victims choose - cash, or power and integrity?

## The filmmakers

### Carmen Garcia



Carmen Garcia made her start as a producer in 1984 at Ciné-Contact with *L'enjeu des femmes*, a documentary series directed by filmmakers from across the world, including Mira Nair. In 1988, she co-founded Argus Films with Germán Gutiérrez and produced Germán Gutiérrez's *Le système « D »*, Gilles Courtemanche's *L'Église du sida* and Mary Ellen Davis' *La terre des autres*.

She also collaborated with companies such as Pixcom and Gala Films and with the National Film Board of Canada as a producer, script writer and director. Since 2003, after a contract at Telefilm Canada, she has given a new direction to Argus Films. Recent titles include *The Coca-Cola Case* (2009); *Sans banque et sans regret* (2009); *Nadia's Journey* (2007) – Prix caméra au poing, RIDM, Special Jury Prize, Figra; *Who Shot My Brother?* (2005) – Audience Choice Award, Festival du Nouveau Cinéma, nominated for a Jutra award, Best of Festival, Columbus.

### Germán Gutiérrez



After studying filmmaking, **Germán Gutiérrez** worked first as an assistant cameraman and later as a cameraman for Radio-Canada, the National Film Board and a variety of production companies. He soon moved on to directing, initially focusing on social and political issues.

This work took him to the four corners of the earth, often to conflict zones: Cambodia, Sarajevo, South Africa, Rwanda and El Salvador. Gutiérrez now has over twenty films to his credit, including *La familia latina* (1986) – Golden Sheaf Award, Yorkton Festival; *Societies Under the Influence* (1997), *Martin's Inferno* (2002) and *Who Shot My Brother?* (2005) – Audience Choice Award at the Festival du nouveau cinéma). He has also collaborated on a number of television series, including *Surviving the Wild* (1999) and *Technopolis* (2001). His outstanding work on the series *Insectia* earned him numerous awards.

# Interviews

## The Coca-Cola Case: Responsibility



### The Coca-Cola Case: Responsibility

[NOW PLAYING]

In this interview, filmmakers Carmen Garcia and German Gutierrez discuss the notion of responsibility as it pertains to *The Coca-Cola Case*.



### The Coca-Cola Case: Themes

In this interview, filmmakers Carmen Garcia and German Gutierrez discuss some of the themes explored in *The Coca-Cola Case*.



### The Coca-Cola Case: The approach

In this interview, filmmakers Carmen Garcia and German Gutierrez discuss the approach they took for their documentary *The Coca-Cola Case*.



### **The Coca-Cola Case: Courage and social justice**

In this interview, filmmakers Carmen Garcia and German Gutierrez discuss courage and social justice as it pertains to the making of *The Coca-Cola Case*.



### **The Coca-Cola Case: The documentary, an alternative voice**

In this interview, filmmakers Carmen Garcia and German Gutierrez discuss how *The Coca-Cola Case* the documentary serves as an alternative voice demanding workers' rights.