

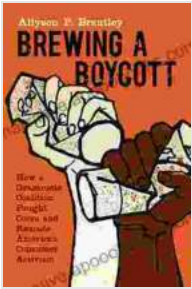
How Grassroots Coalition Fought Coors And Remade American Consumer Activism

In the early 1970s, Coors Brewing Company was one of the most powerful corporations in America. It was the third-largest brewer in the country, and its flagship beer, Coors Banquet, was a top seller. But Coors was also a controversial company. It had a long history of anti-unionism, and it was accused of polluting the environment. In 1973, a group of consumers, environmentalists, and labor unions launched a boycott of Coors beer. The boycott was one of the most successful consumer boycotts in American history. It lasted for nearly two decades and cost Coors millions of dollars in lost sales. The boycott also helped to raise awareness of Coors's anti-union and environmental practices. In 1995, Coors finally agreed to sign a neutrality agreement with the AFL-CIO, and it began to take steps to reduce its environmental impact. The Coors boycott was a major victory for the consumer movement. It showed that ordinary people could stand up to corporate power and win. It also helped to change the way that corporations do business. Today, most major corporations have policies that address social and environmental concerns. The Coors boycott is a reminder that consumer activism can make a difference.

The Boycott Begins

The Coors boycott began in 1973, when a group of consumers, environmentalists, and labor unions launched a campaign to pressure Coors Brewing Company to change its anti-union and environmental practices. The boycott was led by the Colorado Public Interest Research Group (CoPIRG), the Sierra Club, and the AFL-CIO. The boycott quickly spread to other states and cities, and within a few years it had become one

of the most successful consumer boycotts in American history. The boycott was supported by a wide range of people, from environmentalists to union members to religious groups. They were all united in their belief that Coors was a bad actor that needed to be held accountable for its actions.



Brewing a Boycott: How a Grassroots Coalition Fought Coors and Remade American Consumer Activism

(Justice, Power, and Politics) by Allyson P. Brantley

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Enhanced typesetting : Enabled
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Coors Fights Back

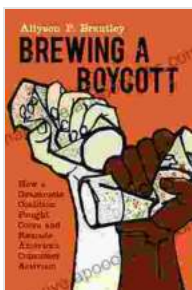
Coors initially tried to ignore the boycott, but as it grew in strength, the company began to fight back. Coors hired public relations firms to spread positive stories about the company, and it filed lawsuits against some of the boycott organizers. The company also tried to intimidate its critics, and it even hired private detectives to spy on them. But the boycott organizers were not deterred. They continued to hold protests, distribute leaflets, and lobby elected officials. The boycott also began to take a financial toll on Coors. The company's sales declined by nearly 20% in the first year of the boycott, and they continued to decline in the years that followed. Coors was forced to lay off workers and close breweries.

The Victory

In 1995, after nearly two decades of boycotts, protests, and legal challenges, Coors finally agreed to sign a neutrality agreement with the AFL-CIO. The agreement guaranteed that Coors would not interfere with union organizing efforts at its breweries. Coors also agreed to take steps to reduce its environmental impact. The signing of the neutrality agreement was a major victory for the consumer movement. It showed that ordinary people could stand up to corporate power and win. It also helped to change the way that corporations do business. Today, most major corporations have policies that address social and environmental concerns. The Coors boycott is a reminder that consumer activism can make a difference.

Lessons from the Coors Boycott

The Coors boycott is a valuable lesson for anyone who is interested in social change. The boycott shows that ordinary people can make a difference, even when they are up against a powerful corporation. The boycott also shows that it is important to be persistent and to never give up. The Coors boycott lasted for nearly two decades, but the organizers never gave up. They continued to hold protests, distribute leaflets, and lobby elected officials. In the end, their efforts paid off. The Coors boycott is a reminder that consumer activism can make a difference. It is a story of David vs. Goliath, of ordinary people standing up to corporate power and winning.



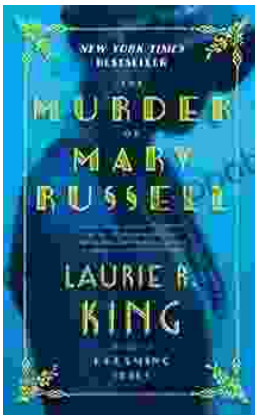
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