



Important Update on Recent False Allegations

Accusations Coca-Cola coordinated with U.S. immigration authorities are unequivocally false.

We wish to address recent online claims that the company coordinated with U.S. immigration authorities, leading to the deportation of undocumented workers in Texas. These accusations are unequivocally false.

This false rumor, which originated online and often uses AI-generated footage, is completely fabricated. These claims have been addressed publicly, and reputable fact-checking organizations have independently investigated these claims and likewise confirm that the accusations are unfounded:

- **Univision Fact-Check:** <https://www.tiktok.com/@despiertamericatiktok/video/7481712163782987038>
(Spanish only. For English translation, see transcript below)
- **Reuters Fact-Check:** <https://www.reuters.com/fact-check/no-evidence-coca-cola-reported-immigrant-workers-ice-2025-02-14/>
- **Snopes Fact-Check:** <https://www.snopes.com/news/2025/02/11/coca-cola-ice-raid/>

We remain committed to our employees and the communities we serve.

Actualización Importante sobre Recientes Acusaciones Falsas

Las acusaciones de que Coca-Cola coordinó con las autoridades de inmigración de EE. UU. son inequívocamente falsas.

Queremos abordar recientes afirmaciones en línea que señalan que la empresa coordinó con las autoridades de inmigración de EE. UU., lo que habría llevado a la deportación de trabajadores indocumentados en Texas. Estas acusaciones son inequívocamente falsas.

Este falso rumor, que se originó en internet y a menudo utiliza material generado por IA, es completamente fabricado. Estas afirmaciones han sido abordadas públicamente, y organizaciones de verificación de hechos de renombre han investigado estas acusaciones de manera independiente y han confirmado que no tienen fundamento:

- **Verificación de hechos de Univision:** <https://www.tiktok.com/@despiertamericatiktok/video/7481712163782987038>
- **Verificación de hechos de Reuters:** <https://www.reuters.com/fact-check/no-evidence-coca-cola-reported-immigrant-workers-ice-2025-02-14/>
- **Verificación de hechos de Snopes:** <https://www.snopes.com/news/2025/02/11/coca-cola-ice-raid/>

Seguimos comprometidos con nuestros empleados y las comunidades a las que servimos.



TV Report – English Transcript Despierta América

13 de marzo de 2025

Time	Speaker	Transcription
0:00	Host	<p>Better tools do not guarantee better information. It’s a paradox, but misinformation spreads like wildfire on social media. There are countless examples, such as the boycott against Coca-Cola due to false allegations claiming that the company reports its migrant workers to ICE.</p> <p>Elyangélica González will explain the motives behind the creation of so-called fake news, how sharing them affects us, and how we can avoid falling into the trap.</p> <p>Eli, tell us more.</p>
0:30	Reporter ELYANGÉLICA GONZÁLEZ	<p>Of course. The impact of spreading false information is so profound that, in some cases, it could lead us to take life-or-death decisions.</p> <p>Let me explain.</p>
0:41	Interviewee 1 MARIANA CÁCERES <i>Marketing Expert</i>	<p>There will always be haters, and there will always be people spreading misinformation.</p>
0:48	Interviewee 2 ILAN SHAPIRO <i>Director of Medical Affairs, ALTAMED</i>	<p>The biggest fear right now is that we’ll face another outbreak of the misinformation virus.</p>
0:53	Voice-over	<p>Armed police officers entered.</p>
0:54	Interviewee 3 ELIO BARRERA <i>Owner of La Pupusa Loca, NJ</i>	<p>I’ve had to let go of staff—something I never had to do, not even during the coronavirus pandemic.</p>
1:02	Interviewee 4 CARLOS CHIRINOS <i>Director of “El Detector de Univisión”</i>	<p>Paradoxically, we are a more misinformed society at a time when we have better tools than ever to keep informed.</p>



1:12	Reporter ELYANGÉLICA GONZÁLEZ	Now more than ever, information floods social media—but which of it is real, and which isn't? How capable are we of telling one from the other?
1:20	Voice-over	Coca-Cola reported its immigrant employees.
1:23	Reporter ELYANGÉLICA GONZÁLEZ	Statements like this go viral at an astonishing speed, with millions of people sharing them without verifying their false content.
1:31	Inverviewee 4 CARLOS CHIRINOS <i>Director of "El Detector de Univisión"</i>	The impact varies: for immigrants, it's fear and uncertainty. For a company caught up in misinformation, it's reputational damage, which can have serious commercial consequences.
1:48	Reporter ELYANGÉLICA GONZÁLEZ	<p>Headlines claiming that the president is imposing fines and jail time for speaking Spanish, that Starbucks is shutting its doors to Latinos, or the alleged arrest of a man at a barbershop in California quickly spread across all media platforms.</p> <p>Editing images like this has become common. In the original photo, a detainee is seen from behind. In the altered version, the words "Latinos for Trump" are visible on his shirt.</p> <p>Traditional media outlets have been forced to step up their efforts to verify viral information that lacks credibility. A recent case involving a Salvadoran pupusa restaurant in New Jersey is a perfect example.</p>
2:31	Voice-over	Chaos took over La Pupusa Loca.
2:34	Reporter ELYANGÉLICA GONZÁLEZ	A video claims that over 150 people were detained by ICE in a violent raid inside the establishment. The consequences of this information were immediate.
2:46	Inverviewee 3 ELIO BARRERA <i>Owner of La Pupusa Loca, NJ</i>	Seeing that people no longer come... it breaks my heart.
2:52	Reporter ELYANGÉLICA GONZÁLEZ	But misinformation is not a new practice. It came hand in hand with the mass dissemination of information through social media and has had several peaks in recent history—for example, during the COVID era.
3:04	Inverviewee 2 ILAN SHAPIRO <i>Director of Medical Affairs, ALTAMED</i>	During the pandemic, misinformation was a virus that truly cost lives. Unfortunately, because of fear, misinformation, or simply having the wrong information in our hands, many of us acted in ways we never would have—had we really understood what was happening.



3:21	Reporter ELYANGÉLICA GONZÁLEZ	When we are misinformed, we lose the ability to take the best decisions for our health, economy, or daily lives, and we end up reacting under false pretenses.
3:31	Voice-over	Damn traitors! Coca-Cola reported its own immigrant workers.
3:37	Reporter ELYANGÉLICA GONZÁLEZ	<p>Recently, beverage giant Coca-Cola became the latest target, accused in viral videos of allegedly turning its immigrant employees over to ICE. The campaign spread so quickly that the company was forced to respond.</p> <p>“These allegations are unequivocally false. This false rumor, which originated online and often uses AI-generated material, is completely fabricated. We remain committed to our employees and the communities we serve,” the company stated.</p> <p>But the damage is done—at least until the truth reaches those who first heard and shared the lie.</p>
4:19	Interviewee 1 MARIANA CÁCERES <i>Marketing Expert</i>	Misinformation will inevitably spread out. But it’s important to understand that, during that period, losses are inevitable too.
4:29	Reporter ELYANGÉLICA GONZÁLEZ	Given the consequences, how can we avoid spreading misinformation? And, in doing so, prevent ourselves from becoming part of the problem?
4:36	Interviewee 4 CARLOS CHIRINOS <i>Director of “El Detector de Univisión”</i>	When you receive information on social media or through your personal communication channels—information that triggers outrage, fear, or shock—more often than not, that’s the kind of thing you need to fact-check.
4:57	Reporter ELYANGÉLICA GONZÁLEZ	<p>Alright, let me quickly explain how to verify information. First, do a quick Google search and check who or what media outlet is publishing the content. Check the audio, the sound, the image. Keep in mind that artificial intelligence can easily generate false information—it’s a tool that’s widely used for this purpose.</p> <p>And use common sense: Is this believable? Always remember that not everything you see on social media, especially without credibility or proper backing, should be taken as truth.</p> <p>It’s important to take note of this, Sacha.</p>



5:30	Host	<p>The responsibility also falls on us. Thank you, Elyangélica González, for sharing these insights live. Despierta América doesn't stop—especially not this Thursday.</p> <p>So, what do we have next, guys?</p>
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