



What is Pizza Hut's involvement in Israel?

Pizza Hut has been established in Israel for over two decades. It is run by the Alon Group, which is the franchise of Pizza Hut and Kentucky Fried Chicken (KFC) in Israel. The Alon Group is a multi-billion holding company operating in the energy and retail sectors under leading brand names in Israel and the United States. Today, Alon manages over 25 Pizza Hut branches throughout Israel.

How is Pizza Hut furthering Israel's colonial expansion?

Pizza Hut has one branch in the Pisgat Ze'ev colony, located in occupied East Jerusalem.¹ Pisgat Ze'ev is the largest colony today in East Jerusalem, with a population of around 50,000.² Despite the risk of interfering with the Israeli-Palestinian negotiations process, the Pisgat Ze'ev colony continues to expand under Israeli leadership, in an attempt to establish a Jewish majority in occupied East Jerusalem.³

Furthermore, 26% of the Alon Group is owned by the Africa Israel Group (AFIGroup), an international holding and investment group, heavily involved in the building of Jewish-only colonies throughout the occupied Palestinian territories.⁴ Through its subsidiary construction firm, Danya Cebus, AFIGroup has built housing in the West Bank colonies of Mattiyahu East, Har Homa and Ma'ale Adumim to name a few.⁵ In addition to building the colonies, AFIGroup also owns the Israeli franchise of the real-estate agency Anglo Saxon, which has a branch in the Efrat colony, serving the Gush Etzion colonies and sells homes in the occupied Palestinian territories to the Israeli colonists.⁶

Billionaire Lev Leviev, who is currently the controlling shareholder and chairman of AFIGroup, is also a major donor to the Land Redemption Fund (LRF), which attempts to illegally acquire Palestinian land for Jewish colonies in the occupied West Bank.⁷ Upon discovering Leviev's contribution in the development of colonies on occupied Palestinian land, the United Nations World Children's Fund (UNICEF) refused to continue accepting donations or partnerships with Leviev or his corporate associates.⁸ In late August 2010, Norway excluded AFIGroup and Danya Cebus from its 450 billion euro oil-riches fund, due to their involvement in Israel's colonial expansion.⁹

Under international law, the establishment of colonies and colonial infrastructure on occupied territory is illegal. This is articulated in the Fourth Geneva Convention (Art. 49, p. 6), and in the Rome Statute of the International Criminal Court, which considers the transfer of a population to occupied territories a war crime.¹⁰ Furthermore, the continuing establishment of Jewish-only colonies on Palestinian land significantly hinders the achievement of a "comprehensive just and lasting peace deal in the Middle East," as asserted in UN Security Council Resolution 446 (March 22, 1979.)

What international law applies to Pizza Hut's business in Israel?

By establishing restaurants in the Pisgat Ze'ev colony, Pizza Hut is encouraging and legitimizing Israel's military occupation of Palestinian land. This is in violation of the Fourth Geneva Convention, numerous UN Security Council resolutions and stated Canadian policy on the Israeli-occupied Arab territories. Pizza Hut is also in direct violation of Article 3 (Section C) of the UN Norms on the Responsibilities of Transnational Corporations and Other Business Enterprises issued in 2003. This instrument of international law states that "[t]ransnational corporations and other business enterprises shall not engage in nor benefit from war crimes, crimes against humanity...other violations of humanitarian law and other international crimes against the human person as defined by international law, in particular human rights and humanitarian law."¹¹

It is also important to note that in July 2005; more than 170 Palestinian civil society organizations issued a call asking the international community to boycott Israeli products in order to promote recognition of the Palestinians' right to self-determination. The Palestinian call asked for a boycott of any business or institution participating directly or indirectly in the Israeli military occupation of Palestinian territories.

Thus, justice-minded Canadians would want to boycott Pizza Hut in an effort to economically pressure Israel to cease its occupation.

When should the boycott of Pizza Hut end?

The boycott will end when Pizza Hut closes its restaurants in the Israeli colonies in Palestinian territory, when it closes its stores in Israel, or when Israel ends its occupation of Palestinian territory.

How else can I pressure Pizza Hut to join the boycott?

CJPME's boycott campaign is calling upon all individuals and members willing to put pressure on the Israeli government to withdraw from the occupied Palestinian territories. All concerned citizens can visit the CJPME Website at www.cjpme.org/consumerboycott.htm for additional tools to pressure Pizza Hut to join the boycott.

- CJPME encourages individuals to go to its Pizza Hut boycott action alert at www.cjpme.org/consumerboycott.htm to send their complaints and questions to the executive management of Pizza Hut in each province and territory.
- A selection of letter templates is available on the CJPME Boycott site at www.cjpme.org/consumerboycott.htm.
- Also, a mechanism to bring together the shareholders of Yum! Brands¹² is set up on the CJPME Boycott site www.cjpme.org/bds.htm to prepare for possible shareholders-based initiatives to pressure Pizza Hut.

¹ Interfaith Peace Initiative "Companies Supporting the Israeli Occupation of Palestinian Land" <http://www.interfaithpeaceinitiative.com/profitting.pdf>, see Information on Alon Group, October 2009

² "Israel agrees new settlement homes" Al Jazeera English Website, August 2nd 2010

³ Selig, Abe, "New Pisgat Ze'ev housing project okayed," Jerusalem Post Website, August 02, 2010

⁴ Alon Group Website <http://www.alon.co.il/AlonEnglish/> See "About Us" section, access Nov. 7, 2010

⁵ Hayeem, Abe, "The Wrong Message to Israel," The Guardian Website, September 9th 2008

⁶ Anglo-Saxon Israel Website <http://www.anglo-saxon.com/en/index.php>, accessed Nov. 7, 2010

⁷ Hayeem, Abe, "The Wrong Message to Israel," The Guardian Website, September 9th 2008

⁸ Trotta, Daniel, "UNICEF cuts ties to Israeli billionaire Leviev," Reuters, June 20, 2008

⁹ Reuters & Sadeh, Shuki, "Norway government-run pension fund drops Africa Israel group shares," Haaretz Website, August 24th 2010

¹⁰ "Settlements and International Law," Settlement Report vol. 12 no. 7, Foundations for Middle East Peace, March, 2002

¹¹ United Nations: Economic and Social Council, "Norms on the responsibilities of transnational corporations and other business enterprises with regard to human rights," E/CN.4/Sub.2/2003/12/Rev.2

¹² Pizza Hut Canada is a division of YUM! Brands Inc. YUM! Brands is also the parent company of Taco Bell & Kentucky Fried Chicken (KFC).