

UPDATE ON BRÖD KITCHEN STRUGGLE

NYU students, faculty and staff: Here's why we're protesting at Bröd Kitchen

On Friday, January 29th, Bröd management fired union president Mahoma López and union activist Marcelino Cano. Both worked for Bröd Kitchen (formerly Hot and Crusty) for over eight years at the company's 63rd Street store, where immigrant and African American workers unionized to form the Hot and Crusty Workers Association.

Bröd bosses are bent on destroying the workers' union. On the same day that negotiations for a new union contract were supposed to begin, management said it would shut down the unionized 63rd Street store. On Thursday, January 28, workers responded to the closure threat with a protest. They were joined by 200 people from a dozen unions, including GSOC here at NYU, a broad range of immigrant rights and community groups, and the NYU Student Labor Action Movement.

The firing of the two union leaders came less than 24 hours later. These firings are a blatant reprisal against workers standing up for their rights. They prove that Bröd management is engaged in union-busting.

Management is also using dishonest **divide-and-conquer tactics**. They portray the issue as a conflict between workers at two different stores. This depiction is false and an offense against workers at both locations. **As part of their anti-union campaign**, management plastered the West 4th location with posters labeling the union "immoral" and calling for "crossing their picket lines." The company pretended it was the voice of the workers, though the message was signed by company manager Monette de Botton. **While the company tries to pit workers against each other, the union is struggling to unite the workers to win a better life for all.**

As unionists, students, faculty and workers at NYU, we can help the workers of Bröd win this fight. Help spread the word. Tell your co-workers, classmates and friends. Take a stand against union-busting at Bröd. Take a stand for workers' and immigrant rights!

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Update: On February 2nd, Bröd fired yet another union member, Layla Mejía, an Afro-Latina mother of five, in another escalation of its anti-union campaign.

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Signed,

GSOC-UAW Local 2110
NYU Student Labor Action
Movement

labor donated



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