

Why Did We Create the Justice Cup?

From [Switch4Good](#)
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Switch4Good believes charging extra for non-dairy milk is a form of dietary racism. Up to 95 percent of BIPOC individuals are lactose intolerant—meaning they cannot digest dairy. However, only 15 percent of white people are affected. So, people of color are disproportionately and unjustly penalized by Starbucks’ minimum 70 cents upcharge on drinks made with non-dairy milk.

We think that’s incredibly unfair—so we decided to do something about it. We partnered with the Yes Men (<https://theyesmen.org>)—who have used humor and trickery since 1996 to highlight the corporate takeover of society—to bring attention to this issue and launch the Justice Cup campaign.

How Did We Execute the Campaign?

On December 9, 2021, we mounted an undercover “brandjacking” campaign:

1. Spoofing Starbucks, we issued a [Press Release](#) announcing that the company was eliminating its non-dairy upcharge and instead charging more for drinks made with cow’s milk.
2. The announcement included a link to our spoof Justice Cup launch video and a spoof [Starbucks Cares](#) website, featuring the Justice Cup.
3. When we were confident Starbucks had seen the news, we followed up with a spoof [Denial](#).
4. Finally, we issued a [Campaign Reveal](#) video—claiming responsibility for the “brandjacking” and outlining our rationale.
5. We also posted an entertaining Dietary Racism Explainer educational video.
6. And we supported the campaign with lighthearted activism. For instance, we made realistic-looking [Vouchers](#) discounting the non-dairy upcharge then sent our team into Starbucks stores to redeem them (see the hilarious Going Undercover video). We also made numerous phone calls to Starbucks Customer Service, asking them to please discontinue the non-dairy upcharge. Turns out Starbucks’ own frontline employees are incredibly sympathetic to our cause..

What Are the Next Steps?

Food justice is one of Switch4Good’s most urgent imperatives. We advocate strenuously for a more equitable, sustainable, and compassionate world—a plant-based, dairy-free world. Our fight for food justice stretches well beyond dietary racism in coffee shops:

- We petitioned the USDA to remove dairy from the Dietary Guidelines for Americans (DGA)—including [testifying](#) on Capitol Hill.

- Having succeeded in getting soy milk recognized as nutritionally equivalent in the DGA, we are now working hard to ensure schools have access to and reimbursement for soy milk
- We are building a powerful, multicultural coalition to pressure lawmakers into enacting fairer, healthier nutrition policy.
- We have an ongoing collaboration with BIPOC clinicians, dietitians, activists, athletes, and other thought leaders to spread the word that [Dairy Does a Body Bad](#).



Campaign Elements

Press Announcements

[Press Release](#)

[Denial Announcement](#)

[Reveal Announcement](#)

[Post Campaign Release](#)

Videos

[Justice Cup Launch](#)

[Campaign Reveal](#)

[Dietary Racism Explainer](#)

[Going Undercover](#)

[Customer Service Calls](#)

Other Campaign Elements

[Vouchers](#)

[Justice Cup Images](#)

[Dietary Racism Primer](#)

[StarbucksCares.com](#)