



Noodles & Company

Locations: Colorado (HQ)
Industries: Food Beverage and Tobacco

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Noodles & Company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Noodles & Company occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Noodles & Company has not publicly canceled customers, suppliers, or vendors based on political views or beliefs (1).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Noodles & Company does not appear to discriminate against charitable organizations based on views or beliefs. It "supports Noodles & Company team members by providing cash grants to assist in handling financial challenges brought on by catastrophic events or emergency hardships" (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Noodles & Company requires employees to take unconscious bias training (1). However, the company does not provide viewpoint protections for its employees (2)(3).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Noodles & Company's former CEO, Dave Boennighausen, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (1)(2). Noodles & Company advocated for "gender-neutral" bathrooms across the US. and employs an Inclusion and Diversity Officer (3).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Noodles & Company is a Copper sponsor of Out & Equal and has donated to Out and Equal through its food sales (1)(2).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Noodles & Company does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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