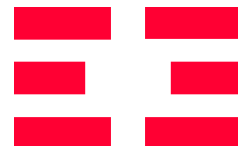




Keurig Dr. Pepper

Subsidiaries: 7 UP, Crush, Sun Drop, Canada Dry, Sunkist, Mott's, Schweppes, ReaLemon, Snapple, Core, RC Cola, Yoo-Hoo, A&W Root Beer, Bai, Stewart's, IBC, Margaritaville, Green Mountain, Swiss Miss, The Original Donut Shop Coffee, Krispy Kreme, Panera Bread, McCafe, Cinnabon, Newman's Own, Peet's Coffee
Locations: Massachusetts (HQ)
Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

DESCRIPTION:

By complying with Human Rights Campaign's controversial demands, Keurig Dr. Pepper increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Keurig Dr. Pepper forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company is a brass sponsor of Out & Equal. For these reasons, Keurig Dr. Pepper receives a High Risk rating.

Corporate Weaponization

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

Keurig Dr. Pepper paused advertising on conservative commentator Sean Hannity's Fox News segment after his comments regarding U.S. Senate candidate Roy Moore's sexual misconduct allegations in 2017. However, CEO Bob Gamgort later reversed the decision and apologized for "taking sides" (1). Keurig Dr. Pepper received a score of 100 recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (2)(3).

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

Keurig Dr. Pepper (1)(2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk

Keurig Dr. Pepper indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Keurig Dr. Pepper (3).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Medium Risk

Keurig Dr. Pepper indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

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

Keurig Dr. Pepper indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. (3).

Uses corporate political contributions for ideological, non-business purposes.**High Risk**

Keurig Dr. Pepper indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Keurig Dr. Pepper has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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