

Zevia PBC



Subsidiaries: Zevia, LLC
 Locations: California (HQ)
 Industries: Food Beverage and Tobacco

RISK LEVEL:



Medium Risk

DESCRIPTION:

Zevia PBC is Medium Risk. The 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. The 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 Medium Risk corporately boycotts, divests, or sanctions regions, people groups, or industries.

Zevia integrates DEI into its supply chain. From its Supplier Code of Conduct: "Zevia is committed to the development and growth of diverse businesses and implements policies and procedures to promote diversity within the company and within its supply chain. Zevia expects Suppliers to have equivalent policies to promote diversity in their supply chain and purchase from diverse businesses" (1). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (2).

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

N/A

Zevia does not publish charitable giving guidelines (1).

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

High Risk

Zevia offers unconscious bias training to its employees (1). The company appears to prioritize diversity over merit in its leadership composition. From its Principles of Corporate Governance: "The Board and the Nominating Committee actively seek to achieve a diversity of occupational and personal backgrounds on the Board, including diversity with respect to demographics such as gender, race, ethnic and national background, geography, age and sexual orientation and unique and diversified perspectives" (2). The company does not provide viewpoint protections for its employees (3).

Corporate Governance and Public Policy

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

Zevia supports DEI within its business practices, hosting a DEI&B Taskforce ([1](#)). The company supports DEI within its business practices. From its Code of Business Conduct and Ethics: "The Company values and promotes diversity not only in its workplace, but in its suppliers and

community as well" ([2](#)). The company supports ESG within its business practices. From its 2025 Form 10-K: "Our focus on ESG is core to how we conduct our business, and we believe this focus makes us a more successful company" ([3](#)).

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

Zevia has not used corporate funds to advance ideological causes, organizations, or policies ([1](#)).

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

Zevia does not operate a PAC or engage in lobbying at this time ([1](#))([2](#))([3](#)).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023