



## Yum! Brands

Subsidiaries: Taco Bell, Pizza Hut, KFC

Locations: Kentucky (HQ)

Industries: Food Beverage and Tobacco

### RISK LEVEL:



Medium Risk

### DESCRIPTION:

Yum! Brands is a fast food conglomerate that owns various chain restaurants, including Taco Bell and Pizza Hut. Yum! Brands does not provide viewpoint protections for its employees but has not publicly terminated business relationships based on views or beliefs. By complying with Human Rights Campaign's controversial demands, Yum! Brands increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Yum! Brands has signed a pledge to implement more racially-focused hiring practices. Yum! Brands' CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace. Pizza Hut has sponsored an event endorsing the teaching of CRT in schools, and the Yum! conglomerate has given money to the ACLU. The company is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race. America First Legal filed a letter with the EEOC requesting a civil rights investigation into Yum! Brands over discriminatory practices in hiring. Yum! Brands does not discriminate against charitable organizations based on views or beliefs, and the company has not used its political contributions for ideological purposes. For these reasons, Yum! Brands earns a Medium Risk rating.

### 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. Medium Risk**

*Yum! Brands received a score of 55 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company 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 (1)(2). However, Yum! Brands has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs.*

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

*Yum! Brands' HRC 2023-2024 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Yum! Brands does not discriminate against charitable organizations based on views or beliefs (3).*

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

**High Risk**

*Yum! Brands does not provide viewpoint protections for its employees (1). America First Legal filed a letter with the EEOC requesting a civil rights investigation into Yum! Brands over discriminatory practices in hiring (2)(3). The company provides inclusive leadership training across all corporate offices, franchisees and restaurants around the world (4).*

## Corporate Governance and Public Policy

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

**High Risk**

*Yum! Brands has signed the OneTen pledge to implement more race-based hiring practices (1). Subsidiary brand Pizza Hut has sponsored an event by the Antiracist Research and Policy Center, which endorses the teaching of critical race theory in schools (2). Yum! Brands' CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (3)(4)(5). Yum! Brands has implemented an ESG policy and commented at length on its ESG leadership (6). CEO David Gibbs is a member of the Business Roundtable (7). In 2022, subsidiary Taco Bell hosted drag brunches across the country (8). Yum! Brands CEO stated that the company made a "formal commitment in our annual goal-setting and performance reviews." to elevate diversity and inclusion within the company (9).*

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

**High Risk**

*Yum! Brands' HRC 2023-2024 CEI rating 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 (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. Yum! and its subsidiary brands pledged a sum \$3 million to "social justice efforts" in 2020, some portion of which went to the ACLU (3)(4). The company is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (5)(6). Yum! is a Brass sponsor of Out & Equal (7)(8).*

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

**Lower Risk**

*Yum! Brands has not used its PAC donations or lobbying for ideological purposes (1)(2)(3).*

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