



# Krispy Kreme

Locations: North Carolina (HQ)

Industries: Food Beverage and Tobacco

## RISK LEVEL:



Lower Risk

### DESCRIPTION:

Krispy Kreme, a doughnut company and coffeehouse chain, has not publicly terminated business relationships based on views or beliefs. The company does not discriminate against charitable organizations based on views or beliefs and does not use its corporate funds for ideological purposes. For these reasons, Krispy Kreme receives a Lower 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.** Lower Risk

*Krispy Kreme has not publicly fired 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.** Lower Risk

*Krispy Kreme will donate to religious organizations if "proceeds are being used to support faith-based activities or church-related organizations (e.g., youth group; missions; benevolent programs; building fund; congregational support)" (1).*

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

*Krispy Kreme Equal Employment Opportunity Policy states that it "respects all opinions and honors our differences" (1). However it does not explicitly protect against viewpoint discrimination (2)*

### Corporate Governance and Public Policy

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

*Krispy Kreme supports LGBTQ pride through its rainbow Pride donuts (1). Otherwise, the company has not supported ideological causes or policies.*

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

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

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

**N/A**

*Krispy Kreme does not operate a PAC at this time [1](#).*

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