

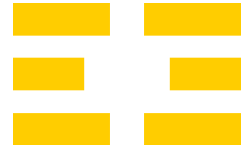


Cracker Barrel

Locations: Tennessee (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:



Medium Risk

DESCRIPTION:

By complying with the HRCâ€™s controversial demands, Cracker Barrel 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. Cracker Barrel 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. Cracker Barrel refused to host a pre-organized church event at a specific location, citing its policy against protests at its restaurants, after the pastor of the church made derogatory comments about the LGBTQ community. The company does not protect its employees against viewpoint discrimination and requires charities abide by its DEI policies. Cracker Barrel has used its corporate reputation and funds to support multiple LGBTQ causes. The company is also a partner of Out & Equal and has held unconscious bias training for its employees. For these reasons, Cracker Barrel receives a Medium 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

In 2019, Cracker Barrel made clear that a church that had pre-organized an event at one of its locations could not have the event due to its policy prohibiting protests and demonstrations on its sites. The Tennessee Democratic Party tweeted to make Cracker Barrel aware of the event and to encourage the company not to host the group due to the pastor's recent comments regarding the LGBTQ+ community (1). The pastor had allegedly encouraged acts of violence against LGBTQ members of the community in a sermon, including that these "freaks" and "animals" be "speedily executed" by the state (2). Cracker Barrel received a score of 30 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 (3)(4).

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

Cracker Barrel's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).

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

Cracker Barrel does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

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

Cracker Barrel has committed to public advocacy for or engagement with LGBTQ causes, including participating in the Nashville Pride Parade (1)(2). The company has also held unconscious bias training for its employees (3)(4).

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

Cracker Barrel is a partner of Out & Equal (1). The company developed a "Rainbow Pride Rocker" and donated the funds to various LGBTQ organizations to help with fundraising efforts (2).

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

N/A

Cracker Barrel does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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