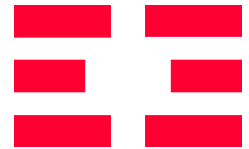




Cracker Barrel

Locations: Tennessee (HQ)
Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

DESCRIPTION:

Cracker Barrel refused to host a pre-organized church event at a specific location because of the pastor's hate speech towards the LGBTQ community. The company does not protect its employees against viewpoint discrimination and requires organizations abide by its nondiscrimination charitable giving 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 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

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).

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

Cracker Barrel's charitable giving guidelines require that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation and gender identity, thereby excluding some religious charities (1).

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. High 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 at this time (1).

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