



## Inspire Brands

Subsidiaries: Arby's, Dunkin', Jimmy John's, Sonic, Buffalo Wild Wings, Baskin-Robbins  
Locations: Georgia (HQ)  
Industries: Food Beverage and Tobacco

### RISK LEVEL:



**Medium Risk**

### DESCRIPTION:

Some Inspire Brands subsidiaries vet vendors according to LGBTQ policies and do not provide their employees with protections against viewpoint discrimination, but have not publicly terminated business relationships based on views or beliefs. These companies cover the cost of "medically necessary transition-related care" for their employees and their employees children. Inspire Brands implemented unconscious bias trainings for employees. Dunkin' has launched a Pride-themed merchandise collection and consistently makes donations to LGBTQ organizations, though these organizations are primarily focused on providing necessary services to at-risk youth. However, it does not discriminate against religious organizations in its charitable giving and has not used its PAC contributions for ideological purposes. For these reasons, Inspire Brands 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**

*Dunkin' and Baskin-Robbins received a score of 100 on the Corporate Equality Index from the Human Rights Campaign (HRC). Among other requirements, this indicates that the two subsidiaries vet suppliers according to their LGBTQ policies (1). Inspire Brands has begun to implement ESG into all of its business practices (2). Inspire Brands 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**

*Inspire Brands and its subsidiaries focus their charitable giving on childhood hunger, youth leadership, and career readiness, and there is no written policy discriminating against faith-based organizations (1)(2).*

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

*Inspire Brands does not have written policy to protect its employees from viewpoint discrimination (1).*

### Corporate Governance and Public Policy

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

*Dunkin' and Baskin-Robins have a perfect score on the HRC's 2022 Corporate Equality Index. This score indicates the companies cover the cost of "medically necessary transition-related care" for its employees and their children (1)(23)(4). Dunkin' launched a line of Pride-themed merchandise (5).*

---

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

*Dunkin' created Pride Month gift cards that allow customers to donate to LGBTQ organizations when purchasing the Pride Month gift card (12).*

---

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

*Inspire Brands and Dunkin' have both used their separate PAC's to donate in a bipartisan manner consistent with its business interests (1)(2).*

---

*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