

Skittles Promotion Draws Swift Backlash from Conservatives

Skittles is finding itself in the midst of controversy as conservatives voice their disapproval of the company's new LGBTQ-friendly packaging.

This move has sparked comparisons to a previous boycott that cost Anheuser-Busch significant profits after a collaboration with transgender influencer Dylan Mulvaney.

The backlash emerged in response to Skittles' parent company, the Wm. Wrigley Company, owned by Mars Incorporated, unveiling new packaging adorned with LGBTQ-friendly illustrations and messages. The once-colorful packaging has been replaced with predominantly black and white designs that feature phrases such as "Black Trans Lives Matter" and "Joy is Resistance," according to a report by Newsweek.

These revamped Skittles packages were created in collaboration with the Gay & Lesbian Alliance Against Defamation (GLAAD), marking the fourth consecutive year that the candy maker has partnered with the organization to promote tolerance and inclusivity.

Though various brands have championed similar messages over the years, conservative sentiments have surged in recent months, particularly after a widespread boycott targeted Bud Light due to its association with Dylan Mulvaney.

Anheuser-Busch, the parent company of Bud Light, has seen its profits plummet by nearly 30% as a result of this boycott, with estimates suggesting a potential loss in core value amounting to a staggering \$4 billion.

Now, some consumers are urging a boycott of Skittles for what they perceive as a “woke” approach in support of the LGBTQ community.

When visiting Skittles’ official website, a clickable option labeled “SKITTLES Pride” is prominently displayed. Clicking on it leads to an animation that states, “There’s a story in every rainbow.”

“We’ve given up our rainbow so that the LGBTQ community can share theirs,” the company explains. “This Pride Month, we’re amplifying stories within the LGBTQ community for all to discover. We begin by showcasing the designs of five talented artists on our SKITTLES Pride Packs, each with their own story to tell.”

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The decision to shift from the iconic rainbow-colored packaging to LGBTQ-friendly designs has drawn its share of controversy, particularly from conservative Christians’ biblical beliefs. According to the Bible, God created man and woman in a clear and purposeful distinction.

Among the newly unveiled package designs, one features the sun and the moon walking hand in hand on a rainbow. Another proudly displays the word “PRIDE” in multiple colors, accompanied by a mouth from which a rainbow flows, adorned with the words “bi, ace, lesbian, queer, trans and gay.”

Most notably, it is Skittles’ direct targeting of young people, as children are the ones depicted on the limited edition covers. The bright and pastel colors used leaves no doubt who the target audience was for this campaign.

The timing of this release also brings with it another question: If Skittles is celebrating “Pride,” why did they not

roll this out during June?

Probably because the point of all of this “Pride” propaganda is to saturate the culture with it not just during the month of June, but all year long and worship it as the pagan gods of America.

Canada and the UK have already made moves to celebrate a “Pride” season, and anything less than heaping praise onto the LGBTQ community is met with swift repercussions, even arrest.

In case Christians have not seen it yet, this is the result of a society where Spirit-filled Christians were not active participants. Ground was yielded without a fight. Politicians were elected and bowed the knee to activists, who once they got their foot in the door, kicked it down and invaded society with their morality and ideologies.

This is bigger than Skittles or Target or Disney. There is a spiritual war going on between the heavenly armies of God and Satan with his fallen minions. Christians are called to be active participants in this battle and for too long they sat on the sidelines being comfortable.

With the targeting of children however, many are finally waking up to the reality of the evil pervading through the world. Now something must be done about it. Preaching the truth of Jesus Christ and His saving grace, love, mercy and victory over sin and death, in love, is a surefire way to beat back the forces of hell. It is time for Christians to do just that. {eo}

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