

Woke No More? Cracker Barrel Quietly Pulls LGBTQ Agenda

Cracker Barrel has quietly removed its controversial Pride page from its website following sustained criticism from conservative customers and leaders. The shift comes as the company appears to be rolling back progressive initiatives and returning to its roots as a traditional, family-oriented brand.

The now-deleted Pride page promoted Cracker Barrel's LGBTQ+ Alliance and DEIB (Diversity, Equity, Inclusion, and Belonging) programs. It highlighted internal efforts to celebrate LGBTQ+ employees and events during "Pride Month." Visitors are now redirected to a broader "Culture and Belonging" section, which reframes the company's corporate messaging with a more neutral tone.

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The move follows a series of reversals at Cracker Barrel, including restoring its classic Uncle Herschel logo after facing backlash for abandoning it in favor of a more modern, sanitized version. President Trump, among others, criticized the company's embrace of what many called "woke" policies, accusing it of alienating its core customer base—faith-based, conservative, family-focused Americans.

In a statement to Fox Business, Cracker Barrel cited routine updates and strategic alignment for the website change. The company stated it was "phasing out" some business resource groups to focus more on community issues like hunger relief and disaster recovery.



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Breitbart's John Nolte, who previously accused Cracker Barrel of "grooming" through its LGBTQ promotions, celebrated the removal as a major victory. Nolte emphasized that conservatives must continue to exert cultural pressure on companies that adopt agendas conflicting with traditional family values.

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Cracker Barrel's strategic retreat from DEI-heavy branding reflects a broader trend of corporations facing pushback for social activism. As more brands reconsider their positions, Cracker Barrel's move could mark a shift in how major companies engage with cultural issues going forward.

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