



Written by [R. Cort Kirkwood](#) on July 8, 2023

The Lesson of Bud Light: Trannies and “Non-Binaries” Repulse Normal Americans

In March, trannies and “non-binaries” everywhere got the vapors thanks to a report from Business.com. A website survey revealed that companies are reluctant to hire applicants who include “pronouns” on resumes.

Trannies and “non-binaries,” of course, say they can’t understand why anyone would avoid hiring [a bald “non-binary” sadist](#), such as former Biden administration official Sam Brinton. To its credit, Business.com asked hiring managers why they are reluctant to hire trannies and “non-binaries.” The short answer: Hiring managers don’t want to pack their offices with crazy people who dress in the attire of the opposite sex, or call themselves “xe/xem” or “hy/hym,” and who will almost certainly become a major management nightmare. Of course, the website hopped on a train to Tranny Town to get the usual three-hanky tales of woe.



PeskyMonkey/iStock/Getty Images Plus

But if common sense weren’t enough to understand why groveling before the “trangenders” is a stupid idea, maybe the bottom line is. On April Fools Day, Bud Light sallied forth with tranny nutcase [Dylan Mulvaney](#) in an ad campaign. Consumers were not amused. Sales tanked. Four months later, a case of the beer is cheaper than a case of bottled water.

Message from consumers: Stop shoving sex perverts and groomers down our throats.

Bud Light was the best-selling beer in the U.S. for more than two decades. Now, cases of the beer sit untouched at many stores. "At this point, it’s cheaper than some of the cases of water we’re selling in the back," one store manager said. <https://t.co/WoS2tdUpj0>

— The New York Times (@nytimes) [June 29, 2023](#)

The Survey and Tranny Replies

Business.com’s survey was telling because it demonstrated just how alienated the corporate Ruling Class and the leftist Mainstream Media are from normal Americans. The [website sent](#) two identical resumes to 180 employers. One had “nonbinary” pronouns, the other didn’t:

To find out why the resume with pronouns may have gotten less interest, we sought feedback directly from hiring managers. We found that these managers were also less likely to want to contact an applicant whose resume included “they/them” pronouns.



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Trannies might be crazy, but that doesn't make them stupid. Even they understand that employers don't want them in an office, where they are almost guaranteed to make trouble.

"I am in the nonbinary closet due to professional reasons," a 34-year-old told the website. "I live in Florida, and coming out as nonbinary could cost me future job opportunities."

But forget the mentally ill who need a check up from the neck up. Listen to hiring managers. They don't want crackpots like Brinton and Mulvaney around the office. "This person seems like a decent fit on paper, though I am not interested in the drama that a person who thinks they are a 'they/them' brings with them," a man in the agriculture and outdoor industry [told the website](#).

"Take off the pronouns; I would trash the resume for that reason alone," said a 60-year-old normal woman in manufacturing.

Some others:

- "I immediately balk at the supposed 'gender neutral' pronoun of 'they/them.' It doesn't make sense when used like this and is, at its root, an attack on women." — Man, age 32, arts, design, and entertainment industry;
- "I am not a big fan of the pronouns at the top of the page. I am not saying that I hate them, but I feel that the pronoun listings, in general, are a little over the top." — Man, age 32, retail industry;
- "The pronouns are offputting and unnecessary. Get rid of the pronoun nonsense. You're either a 'he' or a 'she.'" — Man, age 36, college, university, and adult education industry; and,
- "I would not include my pronouns such as 'we/them' as it may turn some potential employers away." — Woman, age 37, college, university, and adult education industry.

Resumes including 'they/them' pronouns are more likely to be overlooked, new report finds <https://t.co/rnTRDAmPQg>

— CNBC (@CNBC) [April 29, 2023](#)

Bud Light and Dylan Mulvaney

If hiring managers think that way, you can bet Bud Light consumers do.

Three months after the Mulvaney debacle, sales of the former No. 1 selling brand nationwide have not recovered. Sales were down 28 percent in the week ending June 24 compared to last year. Meanwhile, "sales of Yuengling Lager, Coors Light and Miller Lite all rose by 22%, 19% and 16% respectively during that same week," [CBS reported](#):

That adds up to around \$26.3 million less for Bud Light compared to a year ago, according to data from consumer behavior data analytics firm Circana, which measured one-week sales for Bud Light ending June 25. Coors Light and Mexican pilsner Modelo Especial each saw their sales grow by roughly \$10.4 million during that same weekspan, Circana said.

In late June, a store in Pennsylvania was selling a 30-pack of Bud Light for \$8.99 compared to \$24.99



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for Miller Lite, [the New York Times reported](#):

For more than two decades, Bud Light was the best-selling beer in the United States. Its sales exceeded \$5 billion last year, roughly 9 percent of Anheuser-Busch InBev's revenue. But since the boycott, Bud Light has been dethroned by Modelo Especial. In the four weeks that ended in mid-June, the volume of Bud Light sold nationally plunged an average of 29 percent from a year earlier, according to data from the research firm NIQ, analyzed by the consulting firm Bump Williams.

Anheuser-Busch's stock has also dropped more than 15 percent since early April.

Such is the brewer's concern that it returned with its pathetic "grunts" advertisement, which won't likely change the minds of the type of man featured in the ad.

Bud Light just put out a new ad featuring Travis Kelce. What's with all the grunts and grunting at this party? Seems pretty sus. [pic.twitter.com/wTfsnwzXoB](#)

— SHARKINTHEWATER (@s_h_a_r_k_e_y) [July 3, 2023](#)

Trannies and their corporate patrons might pretend otherwise, but they know why hiring managers and consumers don't want to hire or purchase products from freaks and weirdoes. Trannies and "non-binaries" are either mentally disturbed, or sex perverts, or, worse, con artists.

Whatever the case, Brinton, Mulvaney, and their ilk repulse normal Americans, who want nothing to do with them, either in the office or advertising to which kids are exposed.

But what we saw during "Pride Month," which used to be June, strongly suggests that corporate America hasn't received the message:

Happy [#PrideMonth](#) everyone!! [pic.twitter.com/J3CMSXFf9X](#)

— Jon Cooper (@joncoopertweets) [May 29, 2023](#)



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