



Written by [Selwyn Duke](#) on June 10, 2021

Burger King Proudly Donates to LGBTQ Group — as It Does Business in Nation That Kills Homosexuals

“Have it your way,” Burger King’s slogan goes. So if you country’s pseudo-elites pander to sexual devolutionaries, the restaurant chain is all in and will boast of donating to an “LGBTQ” group.

But if your nation kills homosexuals, well, hey, have it your way. Far be it from Burger King (BK) to complain.

Meanwhile, the chain is also fine with mocking Christians.

All these realities could come to mind when considering BK’s latest politically correct, value-signaling marketing campaign. As Breitbart [reports](#), “Burger King recently took a shot at Chick-fil-A amid Pride month, saying it will donate money from its chicken sandwich to the Human Rights Campaign (HRC), the world’s biggest LGBTQ civil rights group.”

“In a social media post Thursday, the company said 40 cents from every ‘Ch’King’ sandwich sold in June will be donated to the HRC, KXAN [reported](#),” the site continues (tweet below).



*6/3-6/30 with every Ch'King sold, BK will contribute 40¢ to the Human Rights Campaign (Max. donation \$250k)

— Burger King (@BurgerKing) [June 4, 2021](#)

Breitbart points out that BK’s reference to Sundays is an apparent shot at Chick-fil-A, all of whose restaurants are closed on the Lord’s Day.

Yet as commentator Monica Showalter [mentions](#), this amounts to belittlement of Chick-fil-A’s customers. Consider: How would it go over if, when doing business in Israel and alluding to a competitor closed on the Jewish Sabbath, you snidely remarked that you were open on Saturday?

Or imagine you’re seeking customers in a Muslim country and, while trying to one-up a competitor closed on the Islamic day of prayer, you cheekily mention that you’re open on Fridays?

As Showalter puts it, “Isn’t it Marketing 101 to know that while insulting a competitor may be acceptable, insulting a competitor’s customers might just cut into your profits?”

(Here’s a pro tip for the indoctrinated college grads entering the corporate world: Read Dale Carnegie’s book *How to Win Friends and Influence People*.)



Written by [Selwyn Duke](#) on June 10, 2021

In reality, while Chick-fil-A's recent years' move left disturbs many, millions of Christians respect the chain's Lord's Day observance.

But BK's management is as phony as it is dull. You see, the oh-so-woke chain — which no doubt is deeply and painfully offended by traditional sexual mores — does business in Saudi Arabia, which [may execute homosexuals](#).

BK has approximately 400 restaurants in Saudi Arabia, in fact. Apparently the oil money is good. The chain is slated to set up shop in Nigeria, too, some of whose northern provinces administer the death penalty for homosexual behavior.

BK also has restaurants in Afghanistan, Bahrain, Bangladesh, Brunei, Indonesia, Jordan, Iraq, Kuwait, Kazakhstan, Lebanon, Malaysia, Maldives, Oman, Pakistan, and the United Arab Emirates. To the best of my knowledge, these Muslim nations have no official death penalty for homosexuality. But something tells me they don't recognize "Pride" month and that you probably wouldn't want to parade around their streets looking like a nightclub performer in *La Cage aux Folles*.

Oh, there's also no indication that BK's "Pride" month campaign is operative in any of the above countries. I contacted the chain asking about the endeavor's reach, but they haven't responded as of this writing. Perhaps they knew where the question was going.

Yet if Islamic sensibilities aren't your thing, you can have it your way, too. Note that BK has at least 12,000 restaurants in China, which [reportedly](#) has one million Uighur Muslims in concentration camps.

None of this should surprise you. Corporations are like water, taking the shape of the vessel in which they find themselves — even if it's shaped like Beelzebub himself. Legion now are the stories of the business and individuals who've value-signaled over a bathroom bill in North Carolina or some other such thing while simultaneously making millions off lands whose un-woke laws represent everything these wokesters claim to despise.

But, hey, as ex-dribbler Charles Barkley [said](#) in 2019 when defending the NBA's making of millions in China (while sanctimoniously touting BLM "ideals"), "It's a business decision." Uh, yes, Chuck — so was slavery.

Of course, though, "It is difficult to get a man to understand something, when his salary depends upon his not understanding it!" as Upton Sinclair wrote. And it's even less likely to happen when people spend their time kneeling during the Anthem instead of before God.



Subscribe to the New American

Get exclusive digital access to the most informative,
non-partisan truthful news source for patriotic Americans!

Discover a refreshing blend of time-honored values, principles and insightful perspectives within the pages of "The New American" magazine. Delve into a world where tradition is the foundation, and exploration knows no bounds.

From politics and finance to foreign affairs, environment, culture, and technology, we bring you an unparalleled array of topics that matter most.



Subscribe

What's Included?

- 24 Issues Per Year
- Optional Print Edition
- Digital Edition Access
- Exclusive Subscriber Content
- Audio provided for all articles
- Unlimited access to past issues
- Coming Soon! Ad FREE
- 60-Day money back guarantee!
- Cancel anytime.