

Beat: Local

## **STARBUCKS - FAITH DRIVEN CONSUMER CALLS FOR #CHRISTMASBUYCOTT**

### **REPRESENTING 41 MILLION CONSUMERS**

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**USPA NEWS** - Faith Driven Consumer (FDC), representing 41 million consumers who spend \$2 trillion annually, has recently earned wide recognition for the launch of its groundbreaking Faith Equality Index (FEI), which rates more than 330 major brands for compatibility with Faith Driven Consumers.

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Armed with an easy tool for choosing where to shop, the group is now focusing its efforts on mobilizing the FDC community (a market segment that has \$30 billion to spend this Christmas season) in a massive #ChristmasBUYcott.

As the controversy over Starbucks continues to make headlines, Faith Driven Consumer founder Chris Stone is forwarding a viable solution :

'Starbucks is free to design cups and other materials as they see fit, and each consumer""driven by their values and ideals""will respond based on the relative appeal of these products. For those Faith Driven Consumers and others dissatisfied with Starbucks' new presentation of Christmas as 'a blank canvas,' the #ChristmasBUYcott offers a positive and viable path forward. To date, we have scored Starbucks, Dunkin' Donuts, and Krispy Kreme on the Faith Equality Index. The latter two, while not perfect, offer more faith-compatible alternatives. Rather than being frustrated with a company that fails to acknowledge your values, simply choose a brand that better welcomes you as a Faith Driven Consumer.'

ChristmasBUYcott.com builds on last week's launch of the 2016 Faith Equality Index. The Faith Equality Index annually rates, on a 100-point scale, how well brands acknowledge Faith Driven Consumers (FDCs) by welcoming, embracing, and celebrating them. This index is the benchmark tool FDCs use to make consumer choices""through the lens of their biblical worldview. The \$30 billion Christmas spending estimate for FDCs is based on a CNBC report, which estimates \$765 per person.

Source : Faith Driven Consumer

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