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**LAWSUIT AGAINST WHOLE FOODS, INC. HIGHLIGHTS  
ABSENCE OF POLICIES PROTECTING CUSTOMERS AGAINST  
DISCRIMINATORY SLURS**

(AUSTIN, TEXAS) April 18, 2016 – Kaplan Law Firm PLLC filed a lawsuit against Whole Foods, Inc. today on behalf of Pastor Jordan Brown, who ordered a cake from the flagship Whole Foods store on South Lamar Boulevard in Austin, Texas with the personalized message “Love Wins”. Instead, Pastor Brown received a cake with a discriminatory slur: “Love Wins Fag” (see video [here](#)).

After reporting the incident to a Whole Foods Team Lead who claimed to have investigated what happened, Pastor Jordan was told the store and its employee had done nothing wrong, and no action would be taken. Kaplan Law Firm reached out to Whole Foods’ corporate office on April 15, 2016, but after receiving no substantive response for more than three days, filed this lawsuit.

“Pastor Brown never asked for this to happen. He continues to be overwhelmed by the feelings of pain, anguish, and humiliation because of this incident,” said Austin Kaplan, counsel for Plaintiffs. “He frequently shopped at Whole Foods, which makes this all the more shocking and disappointing. What really concerns him is knowing that unless some action is taken, this kind of thing could happen again, and that someone else might have to go through a similarly excruciating experience.”

**About Pastor Jordan Brown**

The plaintiff, Pastor Jordan Brown, is an openly gay African-American man, and founder of the Church of Open Doors, a non-denominational, Christian-based church that stands as a safe place welcoming all. His ministry focuses on creating an atmosphere where the members of his congregation can have the freedom to be themselves and experience God in their own way.

**About Kaplan Law Firm**

Kaplan Law Firm, PLLC is an employment and civil rights law firm, located in Austin, Texas. The Firm recently represented Jim Cato and Joe Stapleton in their successful federal lawsuit to secure their same-sex marriage license from the County Clerk of Hood County, Texas. For more information about the Firm, visit [www.kaplanlawatx.com](http://www.kaplanlawatx.com).

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*Editor’s Note: Questions and/or requests regarding imagery to accompany this story should be directed to: Austin Kaplan at (512) 553-9390 or [akaplan@kaplanlawatx.com](mailto:akaplan@kaplanlawatx.com). A high-resolution JPG of the cake created by Whole Foods and paid for by the plaintiff, Pastor Jordan Brown, is available for media use.*