# MrBeast criticises Trump's tariffs impacting his chocolate brand



Viral content creator MrBeast, known off-screen as Jimmy Donaldson, has publicly voiced his criticisms of former President Donald Trump's tariff policies, highlighting an unexpected outcome for his burgeoning chocolate brand, Feastables. The announcement came via a social media post on Tuesday, where Donaldson described the effect of the tariffs as "brutal."

MrBeast initiated the production of his sweet treats—including gummies and cookies—in 2022, partnering with Machu Picchu Foods SAC in Peru for the manufacture of his chocolate products. In his post, he pointed out an ironic twist: the tariffs have inadvertently made it more cost-effective to produce and sell his chocolate bars outside of the United States. "Ironically because of all the new tariffs it is now way cheaper to make our chocolate bars we sell globally NOT in America," he explained. He noted that while his global sales could potentially enjoy lower costs, the overhead remains significant for his operations in the U.S., largely owing to high tariffs that exceed 20% on the cost of goods.

Donaldson further elaborated on the situation, stating, "Btw we pay our farmers a living income, use fair trade certified beans, etc. so I was already spending a lot on cocoa. A random price hike was pretty brutal ngl. We’ll figure it out." However, he expressed concern for smaller businesses that might struggle under these financial pressures, suggesting it "could really be a nail in the coffin for them."

MrBeast is not the only notable figure raising alarm over Trump's tariff strategies. Barstool Sports founder Dave Portnoy also expressed his frustrations, branding the situation as potentially leading to a "Black Monday," reminiscent of a significant stock market crash on October 19, 1987. On Monday, Portnoy, who claimed to have lost $200,000 in a parlay bet, vented about how one individual’s decisions could adversely affect the broader market, dubbing April 7, 2025, "Orange Monday" in reference to Trump.

Despite the challenges posed by tariffs and market fluctuations, MrBeast's financial standing remains robust. According to Forbes, he reportedly generates $54 million a year primarily through advertisements on his popular YouTube videos. The 26-year-old, hailing from Wichita, Kansas, boasts an impressive following, with nearly 100 million followers on TikTok and 232 million subscribers on YouTube, making him one of the platform's most influential content creators.

Known for his philanthropy and innovative content, MrBeast has curated a diverse business model over the years, which includes video game tournaments, restaurants, and his popular food line. He has a history of charitable giving, having donated substantial sums to various causes, including $100,000 worth of products to a homeless shelter in 2018, and has gained attention for his extravagant giveaways, such as tipping a pizza delivery man with a house.

In the world of social media entrepreneurship, MrBeast is not only a household name but also a keen observer of the challenges faced by business owners in an evolving economic landscape. As he navigates the implications of tariffs on his chocolate production, his experiences underscore the complexities modern entrepreneurs face in a global market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.sportskeeda.com/us/streamers/news-mrbeast-says-donald-trump-s-tariffs-made-cheaper-make-sell-feastables-chocolate-bars-countries-us> - This article corroborates MrBeast's comments on Donald Trump's tariffs making it cheaper to produce Feastables chocolate bars outside the U.S., while increasing costs domestically.
* <https://www.news.com.au/finance/economy/world-economy/nail-in-the-coffin-youtuber-mrbeast-on-donald-trump-tariffs/news-story/624f0d1003af0caaf5d4a9d829cf11f7> - It supports the same points regarding MrBeast's experience with tariffs affecting his business, specifically noting the impact on smaller businesses.
* <https://www.forbes.com/real-time-billionaires/mrbeast-jimmy-donaldson/> - This link could provide information about MrBeast's annual earnings, although it may not be directly available; the article would typically discuss his financial standing and business ventures.
* <https://en.wikipedia.org/wiki/MrBeast> - This Wikipedia page provides background information on MrBeast, including his philanthropy, business ventures, and social media presence.
* <https://www.statista.com/statistics/1223838/most-popular-tiktok-creators/> - This URL could corroborate MrBeast's TikTok following and influence, although specific details might require subscription or direct access.