

GNITN

#1374

Prophecy Update: Banning Jesus End Times Censorship Is Here

Cans, Condiments, and Censorship

Type “*Satan is King*” into a Coca-Cola custom can and, according to a set of videos that went viral in August 2026, you'll get a preview of your can. Type “*Jesus is King*” and you'll get a blank wall.

Instagram creator Ryan Haff tested Coca-Cola's personalization tool on camera, and the Daily Dot [reported](#) that “*Allah is King*” and “*Satan is King*” both made it to the can preview. When he typed “*Jesus is King*,” the site shut it down at once with a message reading “*Sorry, we cannot automatically allow this text on the can.*”

The Daily Wire [reported](#) that the site cited restrictions on religious figures when it rejected “*Jesus is King*,” “*Holy Trinity*,” “*Virgin Mary*,” and “*Holy Spirit*.” Yet in the same testing, “*Jesus is bad*” and “*Jesus is evil*” were allowed.

Other tests, as the Dallas Express [described](#) them, showed “*I love Satan*” approved while “*I love Jesus*” was blocked, and “*I hate Jesus*” cleared the system. The same report said that after the videos spread, the filter began rejecting a broader range of phrases.

Coca-Cola hasn't explained it. Its stated policy is that religious and political content isn't allowed on personalized items, and IBTimes [noted](#) that its FAQ says submissions can be rejected over “*cultural and religious sensitivities*.”

Coke isn't alone. Brussels Signal [reported](#) that Kraft Heinz lifted a block on “*Jesus*” and “*Christ*” on personalized ketchup labels in the UK and Ireland after backlash, because the same service had accepted “*Allah*,” “*Islam*,” and even “*Satan*.” Von Storch, who posted the screenshots in Germany, said the persecution of Christians “*also happens much more subtly*.”

Western Journal [reported](#) that Dick's Sporting Goods blocked “*God*,” “*Jesus*,” and “*Bible*” on custom water bottles before quietly reversing course. And Marks & Spencer, the Middle East Forum [recalled](#), once put “*Jesus Christ*” on a banned-words list for gift messages while allowing “*Buddha*” and “*Mohammed*.”

Call it sloppy code or call it policy - either way, the pattern is old, and Scripture saw it coming.

The Same Name, the Same Ban

The first people to hit this wall were the apostles. In [Acts 4:14](#), after Peter and John healed a man who'd been lame from birth, the council couldn't deny the miracle, because the healed man was standing right in front of them.

So they didn't ban the miracle. They banned the name. [“But so that it spreads no further among the people, let us severely threaten them, that from now on they speak to no man in this name. So they called them and commanded them not to speak at all nor teach in the name of Jesus.” \(Acts 4:17-18\)](#)

The Greek word for name, [onoma](#), means more than a label. In Scripture a person's name carries his authority and his character. That's why the council didn't mind the apostles talking about healing, or about God in general. What they couldn't tolerate was anything done in the name of Jesus.

It didn't stop there. After the apostles were beaten and warned again, here's how they responded: [“So they departed from the presence of the council, rejoicing that they were counted worthy to suffer shame for His name.” \(Acts 5:41\)](#)

Same name. Same ban. Different technology.

Silence It or Soften It

Jesus warned us ahead of time. *"If the world hates you, you know that it hated Me before it hated you."* (John 15:18)

Notice that He didn't say the world would hate us for being religious. The world's fine with religious. In *Matthew 24:9* He names what the hatred is aimed at: *"Then they will deliver you up to tribulation and kill you, and you will be hated by all nations for My name's sake."* (Matthew 24:9)

That's the first extreme - silence the name. But look back a few verses and you'll find the second one. *"For many will come in My name, saying, 'I am the Christ,' and will deceive many."* (Matthew 24:5)

That's the second extreme - water it down. Keep the sound of the name, strip out the claims. A Jesus who's a good teacher, a nice example, one path among many. That Jesus gets along with everybody. The real one said this: *"I am the way, the truth, and the life. No one comes to the Father except through Me."* (John 14:6)

And the apostles didn't soften it either. *"Nor is there salvation in any other, for there is no other name under heaven given among men by which we must be saved."* (Acts 4:12)

A Jesus who isn't the only way is a counterfeit, and a counterfeit can sit on the shelf beside every other belief without a problem. The real Jesus can't.

A software filter doesn't hate anybody. But the people writing the rules are another matter, and so are the forces working behind a pattern like this. *"For we do not wrestle against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this age, against spiritual hosts of wickedness in the heavenly places."* (Ephesians 6:12)

Why King Is the Dangerous Word

Look at the exact phrase that got rejected: *"Jesus is King."* That's not a private feeling. It's a claim of authority, and authorities have always known the difference.

In *Acts 17:7* the charge against the believers in Thessalonica wasn't about worship. It was about a throne: *"Jason has harbored them, and these are all acting contrary to the decrees of Caesar, saying there is another king - Jesus."* (Acts 17:7)

Go back further, to the trial itself. When Pilate asked the crowd, "Shall I crucify your King?" in *John 19:15*, here was the answer: *"The chief priests answered, 'We have no king but Caesar!'"* (John 19:15)

A king has the final say. Any system that wants the final say over what you can print, post, and profess will see *"Jesus is King"* as competition. That's not new either. *"Why do the nations rage, and the people plot a vain thing? The kings of the earth set themselves, and the rulers take counsel together, against the LORD and against His Anointed"* (Psalm 2:1-2)

Many Antichrists, One Spirit

John saw this coming. *"Little children, it is the last hour; and as you have heard that the Antichrist is coming, even now many antichrists have come, by which we know that it is the last hour."* (1 John 2:18)

That word, antichristos, is built on a Greek prefix that can mean *"against"* and also *"in place of."* That describes both extremes. Silence Christ, or put a counterfeit in His place.

Then John gives us the test. *"By this you know the Spirit of God: Every spirit that confesses that Jesus Christ has come in the flesh is of God, and every spirit that does not confess that Jesus Christ has come in the flesh is not of God. And this is the spirit of the Antichrist, which you have heard was coming, and is now already in the world."* (1 John 4:2-3)

The test isn't whether a spirit is religious. The Greek for “confesses” is homologeō, which means to say the same thing - to agree out loud. The question is whether a voice, a company, or a culture will say the same thing about Jesus that Scripture says.

That's how a system can be comfortable with a hundred gods and uncomfortable with one name.

A Counterfeit Christ and a Comfortable Church

Paul describes the soft version of this inside the church. “Having a form of godliness but denying its power. And from such people turn away!” (2 Timothy 3:5)

Then he explains how it spreads. “For the time will come when they will not endure sound doctrine, but according to their own desires, because they have itching ears, they will heap up for themselves teachers; and they will turn their ears away from the truth, and be turned aside to fables.” (2 Timothy 4:3-4)

That's dilution at work - a Jesus tailored to what people want to hear. And the outcome is stated bluntly. “And with all unrighteous deception among those who perish, because they did not receive the love of the truth, that they might be saved. And for this reason God will send them strong delusion, that they should believe the lie.” (2 Thessalonians 2:10-11)

None of this happens overnight. “And because lawlessness will abound, the love of many will grow cold.” (Matthew 24:12) The name gets quieter a little at a time - on cans, in schools, in workplaces, and sometimes in our own mouths.

Buying, Selling, and the Name

Let's be clear: a custom-can filter is not the mark of the beast. Nobody's saying that. But Revelation shows what the final version of this looks like, and it explains why commerce matters.

The beast's first move is against the name. “Then he opened his mouth in blasphemy against God, to blaspheme His name, His tabernacle, and those who dwell in heaven.” (Revelation 13:6)

Then comes control of commerce. “He causes all, both small and great, rich and poor, free and slave, to receive a mark on their right hand or on their foreheads, and that no one may buy or sell except one who has the mark or the name of the beast, or the number of his name.” (Revelation 13:16-17)

Daniel saw the same pattern centuries earlier: speaking against the Most High, wearing down the saints, and changing laws. “He shall speak pompous words against the Most High, shall persecute the saints of the Most High, and shall intend to change times and law.” (Daniel 7:25)

Today a handful of companies decide, by software, which names can be spoken, printed, or posted. It's not the fulfillment. It's a picture of how easily the lever can be pulled. And God's call to His people is already on record. “Come out of her, my people, lest you share in her sins, and lest you receive of her plagues.” (Revelation 18:4)

Hated, Hunted, and Holding On

A can that won't carry the name of Jesus is small next to what believers face in other parts of the world. AsiaNews reported that Open Doors found more than 388 million Christians endured a high level of discrimination for their faith between October 2024 and September 2025, up from 380 million the year before.

Baptist Press noted that Global Christian Relief's Red List puts Nigeria first for killings, with 590 documented and verified killings in its study period. Matthew 24:9 isn't a prediction on paper. It's daily life for hundreds of millions.

So what marks the faithful at the end? Revelation says it's the name. To the church in Pergamum: *"And you hold fast to My name, and did not deny My faith even in the days in which Antipas was My faithful martyr, who was killed among you, where Satan dwells."* (Revelation 2:13)

To Philadelphia: *"I know your works. See, I have set before you an open door, and no one can shut it; for you have a little strength, have kept My word, and have not denied My name."* (Revelation 3:8)

And of the final remnant: *"And the dragon was enraged with the woman, and he went to make war with the rest of her offspring, who keep the commandments of God and have the testimony of Jesus Christ."* (Revelation 12:17)

Not denying the name. That's the line the whole book draws.

Say It Anyway

Here's why the name is the target, and it's no coincidence. *"And it shall come to pass that whoever calls on the name of the LORD shall be saved."* (Joel 2:32) Paul quotes it in *Romans 10:13* and applies it to Jesus. If salvation comes by calling on the name, then restricting the name is the enemy's most strategic move.

But the ending is already written. *"Therefore God also has highly exalted Him and given Him the name which is above every name, that at the name of Jesus every knee should bow, of those in heaven, and of those on earth, and of those under the earth, and that every tongue should confess that Jesus Christ is Lord, to the glory of God the Father."* (Philippians 2:9-11)

The name they won't print now is the name every tongue will confess then. So what do we do in the meantime?

Here's your challenge, starting today. Before this week is over, say the name of Jesus out loud to one person who doesn't expect it - not *"the man upstairs,"* not *"a higher power,"* not *"good vibes,"* but Jesus. Put it in a text. Say it at the table. Write it somewhere it might cost you something. And if you've been softening Him into something easier to share, stop.

Then pray what the early church prayed when the threats came. *"Now, Lord, look on their threats, and grant to Your servants that with all boldness they may speak Your word."* (Acts 4:29) They didn't ask for the threats to stop. They asked for boldness. Ask for the same.

All Scripture quotations are taken from the New King James Version (NKJV).