



Restaurant owners say...

It Pays to be Smoke-Free!

"We have up to 900 customers a day and continue to hear positive comments from them on being a smoke-free establishment."

Marigold Café & Bakery,
Colorado Springs

"Every day I get comments from customers about how nice it is that we're smoke-free. People even write 'thank you for going smoke-free' on their tickets."

Lois McGary,
Lois's Place, Grand Junction

More than 4,500 Colorado restaurants now benefit from being smoke-free and the number increases daily!

Health News 5

10 More Reasons Smoke-Free Policies Make Good Business Sense

A Cleaner, Fresher-Smelling Establishment

1. Tobacco smoke no longer interferes with the aroma of the food.
2. Clean or replace draperies, carpets, dishes and silverware, and air cleaning systems and filters less frequently.
3. Plants, floors, carpet, and furniture are no longer used as an ashtray. The possibility of cigarette butts sticking to dishes is removed.
4. Markdowns from health inspectors who catch employees smoking in the kitchen are eliminated.

Happier Customers & Smoother Operations

5. Complaints about tobacco smoke are eliminated. Restaurant smoking annoys more than 70% of Coloradans. Eighty percent of all Coloradans do not smoke.
6. Reservations and seating are simplified. Less waiting time for customers when one section or the other is full.
7. Faster table turnover means quicker seating, happy customers, and greater profits. Smokers will not linger after meals and you will have no more problems with people who just come in for a smoke.
8. People with asthma, allergies, and other respiratory problems "including seniors" will become more loyal patrons. People who have avoided your establishment due to tobacco smoke come back or become new patrons.
9. Parents concerned about protecting the health and safety of their children are more likely to patronize your restaurant.
10. Happier customers come back more often and tell their friends.

Sources: Colorado Department of Health & Environment, University of Colorado, Centers for Disease Control, Advocacy Institute, American Medical Association.

Free Internet Listing for Smoke-Free Restaurants & Bars

in the Colorado Guide to Smoke-Free Dining

Call GASP for your complimentary listing and a free link to your Web site at www.GASPforair.org. Promoted through:

- Television and radio advertisements or public service announcements.
- Print ads in *AAA Motorist* magazine, *Dining Out*, and in more than 100 newspaper ads over the last two months.
- Banner ads on the Colorado tourism site.

It Pays to be Smoke-Free

Start benefitting today! Call GASP for your free tips and signs!

Ph: 303/444-9799, Web site: www.GASPforair.org, Email: smoke-free@gaspforair.org

- Save Money & Reduce Cleaning
- Increase Customer Satisfaction
- Make Operations Smoother
- Get Free Publicity

RETURN SERVICE REQUESTED

GASP of Colorado
Group to Alleviate Smoking Pollution
2885 Aurora Avenue, Suite 37
Boulder, CO 80303

Non-Profit Org.
U.S. Postage
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Boulder, CO
80302
Permit # 653



Restaurant owners say... *"It Pays to be Smoke-Free!"*

"Offering a smoke-free environment is part of delivering the best experience for customers and staff. It was more about doing the right thing than whether or not it would impact our sales."

Neil Culbertson, Vice-President of Marketing, Red Robin

"The majority of customers don't want to smell smoke while they dine, instead they want to smell the fabulous aroma of our quality food."

Jake Topakos, Jake & Telly's Greek Cuisine, Colorado Springs

"I am amazed at how well becoming smoke-free has been received. Everyone has been so positive. One of my customers, a doctor, left a note saying 'Muchas gracias por no fumar' (Thank you for not smoking)."

Ron Harris, La Fogata's Mexican Restaurant, Denver

"Diners and staff should be focusing their attention on the fine food and beverages that our restaurant provides, rather than being distracted by the unsavory smell of tobacco smoke. A good restaurant is more than just cuisine — it is an atmosphere. Tobacco smoke destroys the pleasure of dining."

Paul Gill, Owner, Star of India, Aurora

"Many people come to our restaurant because we are smoke-free. It's also good for our employees."

Harley Rudofsky, Crystal Cafe & Bake Shop, Grand Junction

"Tobacco smoke destroys the pleasure of dining for nonsmokers. We became smoke-free in part because it is hard to control smoke and some people react a lot to smoke and smokers."

Rod Brubacher, Owner, Round the Corner, Aurora