

“We’ve been consistently busier since we went smokefree ten years ago and we’d never go back.”

MICHAEL & MARYBETH PETERS | Pierre’s  
Morristown, New Jersey



For years, Big Tobacco and its front groups have claimed that smokefree measures cost restaurants business. That's nothing but a scam.

Looking at objective sales indicators, every reliable economic study finds bar and restaurant sales are just as strong after a smokefree measure goes into effect as they were before.

If anything, going smokefree can attract new business. And that's been observed across the country.

Adding up the savings on maintenance, insurance and labor costs, going smokefree is really your risk-free way to keep a healthy bottomline.

Of course, smokefree measures cost one industry — the tobacco industry — billions in revenue. Because while people don't eat out less, they do smoke less.

But that's Big Tobacco's problem. Not yours.

See for yourself. Get the economic facts on smokefree hospitality, online now at [TobaccoScam.ucsf.edu](http://TobaccoScam.ucsf.edu)



**TOBACCO** Big Tobacco  
**scam** is lying.  
Again.

TobaccoScam is a project of Stanton Glantz, PhD, of the School of Medicine, University of California, San Francisco. San Francisco, CA 94143-0130.

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