

# TARGET: RESTAURANTS

## Why does Big Tobacco trick hospitality into fighting clean indoor air?

- ▶ Other business sectors have been quicker to see that secondhand smoke harms workers—and cost owners money.
- ▶ Smokefree restaurants deeply undermine smoking's social acceptability—basic to tobacco marketing.
- ▶ Bars attract Big Tobacco's young adult demographic target—and link smoking with social status.
- ▶ Unpopular Big Tobacco needs another industry as a political front—so it highjacks “legitimate” hospitality groups and sets up fake ones.

## How does Big Tobacco manipulate the hospitality industry?

- ▶ Falsely claims smokefree measures will ruin restaurants and bars.
- ▶ Highjacks national and state hospitality groups as propaganda vehicles.
- ▶ Lures owners into buying expensive “accommodation” ventilation systems.
- ▶ Uses groups and owners as fronts to fight cost-free smokefree measures.

## Why does Big Tobacco hide behind hospitality industry fronts and work at arms length with allies to block smokefree measures?

- ▶ Big Tobacco is America's most distrusted industry. Its open opposition to smokefree measures actually boosts the majority voting for them.
- ▶ Many hospitality groups take money from Big Tobacco. If they don't, Big Tobacco quickly sets up its own fake fronts.
- ▶ Big Tobacco fields a swarm of “experts” to push its agenda, but those known to be in its pay lose credibility—and usefulness.

## Find out more...

Visit [TobaccoScam.ucsf.edu](http://TobaccoScam.ucsf.edu) for the latest information based on secret industry documents, methodologically-sound economic studies and public health data. TobaccoScam names names and publishes the facts behind Big Tobacco's decades-long campaign to use and abuse the hospitality industry.



Big  
Tobacco  
is lying.  
Again.