

“There’s just no room for smoking if a good plate of food is important to you and your customers.”

RICHARD WARNER AND MARY ORESKOVICH | Owners
Steel City Diner and Bakeshop, Pueblo, CO



“Pueblo went 100% smokefree in December of 2002 and the voters upheld the policy by special vote in May, 2003,” notes Richard Warner. “The public support didn’t surprise either of us, really, because our Steel City Diner and Bakeshop was smokefree and successful from Day One.

“Mary and I met at the CIA in Hyde Park. A decade into the business, we go to great lengths to serve a great plate of updated-classic American food. Smoking has no place in a restaurant committed to organic produce, responsibly-raised beef, sustainably-fished seafood.

“That’s quality you can taste. But you can’t taste it if you’re getting a dose of formaldehyde and everything else in second-hand smoke.

“Are we an ordinary restaurant? I don’t think anyone succeeds by being ordinary. Our 2003 was a huge 20% over 2002. It could be Mary’s Peach ‘Melba’ Cake. Or my Maryland-style crab cakes.

“But I tend to think it’s because our customers know we care. The fact that we’re smokefree just proves it.”

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