

“How did California’s 100% smokefree measure affect our business? We opened two more restaurants.”

DAVID & LESLEY COHN | Cohn Restaurant Group, San Diego



“If anybody tells you smoke-free measures hurt hospitality, don’t believe it,” says David Cohn. “Our two grown kids have joined our business since the California Restaurant Association backed a strong smokefree measure. If that isn’t a vote of confidence, what is?”

“The restaurant association had two major concerns. The first was secondhand smoke’s proven harm to workers’ health. The second? We could all get sued and lose big if we let the hazard continue.

“Yes, California’s 100% smoke-free measure protects our staff’s health —and our life’s work. But we also turn more tables, cut our maintenance costs and more. Turns out smokefree is just plain profitable.

“So the next time someone from the tobacco industry tells you that smokefree measures ruin the restaurant business, tell him where to go.

“Southern California.

“Where solid Midwesterners like us meet the Pacific Ocean. And where the restaurant association represents its members. Not Big Tobacco.”

Get the facts at TobaccoScam.ucsf.edu



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Scam is lying.
Again.

TobaccoScam is a project of Stanton Glantz, PhD, of the University of California School of Medicine, San Francisco, CA 94143-1390.

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