

TARGET RESTAURANTS

fact sheet

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 costs 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 hijacks "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.
- Hijacks 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 arm's 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.



TOBACCO Big Tobacco
Scam is lying.
Again.