



Creating a comfortable environment for non-smokers and smokers



a best
practices
guide for
restaurants
and bars

Provided by:



Options

— PHILIP MORRIS USA —
Finding comfort for both non-smokers and smokers

insights on accommodations

what INDUSTRY LEADERS are saying:

Wallace B. Doolin, president and CEO, Carlson Restaurants Worldwide

(T.G.I. Friday's®, Friday's Front Row® Sports Grill, Friday's American Bar® and Italianni's®, TimpanoSM Italian Chophouse, Samba RoomSM, Star Canyon®, Taqueria Cañonita®, FISHBOWL® and MignonSM)

"Carlson Restaurants Worldwide believes that our guests should have the right to choose whether or not they want to smoke. Regardless, we feel the right thing to do is to accommodate everyone, both smokers and non-smokers...Also, by providing state-of-the-art ventilation systems, we are providing an environment in our restaurant that can be enjoyed by both smokers and non-smokers."

Joseph P. Micatrotto, chairman, president and CEO, Buca, Inc.

(Buca di Beppo family-style Italian restaurants)

"I do realize that by not having a proper facility available to smokers I competitively risk the loss of business to another restaurant that does offer smoking...We have relatively new restaurants with very good HVAC, and we make sure that those systems are up-to-date and fully functional."

Paul Ciulla, president and COO, Fire+Ice

(4-unit improvisational grill restaurant chain, 2001 Hot Concepts Winner)

"In the Hospitality industry it is our obligation to accommodate all who enter our establishment... All of our restaurants permit smoking in the lounge or bar area. We have upgraded all our ventilation systems in order to keep the air quality at high levels throughout the entire day."

Joseph Sammartino, vice president food and beverage, Hostmark Hospitality Group

(largest independent third-party management company in the United States, operating hotels and resorts throughout the United States, Canada and Middle East)

"Accommodating both smokers and non-smokers is very important to us. It is important that we try and accommodate all of our guests and all requests that are reasonable. Most food service workers are satisfied as long as your air system is working properly, and quite frankly, so are your guests."



what the public is saying:

Gallup Study:

**When it comes to smoking in public places,
Americans favor setting aside places for smoking
rather than an absolute ban.¹**

¹ Gallup Study published July 25, 2001

Yankelovich Study:

An Omnibus Study conducted in April 2000 indicates:

- **80%** agreed we should find a way to accommodate smokers and non-smokers in hospitality establishments.
- **78%** agreed that it is possible to find reasonable ways to accommodate non-smokers and smokers in hospitality establishments.
- **86%** responded that good ventilation can have an impact on addressing smoking issues.
- **91%** of respondents agreed that all other things being equal, he/she would be more likely to go to an establishment that had a state of the art ventilation system over an establishment that did not.

Omnibus Study partially funded by *Options*, Philip Morris U.S.A. April 2000.

how the industry is responding

Options, Philip Morris U.S.A. is a member of several Indoor Air Quality Coalitions, made up of hospitality and HVAC-related organizations, that are proactively addressing indoor air quality issues, including the comfortable accommodation of non-smokers and smokers. The primary goal of these coalitions is to educate hospitality business owners and managers who choose to accommodate on the benefits of improving the indoor air quality in their establishments. These coalitions provide information on ventilation technologies and public opinion surveys on the issue of public place smoking.

In addition to these national and state IAQ coalitions, there are national HVAC associations that offer resources and information on how to access local contractors who can help you assess your IAQ needs based on your smoking policy.

Hospitality Coalition on Indoor Air Quality

The HCIAQ is a national coalition that supports education and communication on how to manage indoor air quality issues.

"The \$400 billion hospitality industry is the cornerstone of the new economy. To be successful, we must stay focused on customer comfort, and part of that equation is providing good IAQ. Because of IAQ's growing importance with our customers, leading hospitality industry groups must search out and promote innovative IAQ solutions."

Steve Grover, co-chairman, HCIAQ and vice president, health and safety regulatory affairs, National Restaurant Association

"Because IAQ can impact the health, comfort and productivity of building occupants, SMACNA and the SMWIA are committed to training specialists in this field and have developed manuals and training programs. The HCIAQ is an excellent example of synergy, where the strengths and resources of various stake-holders can help achieve a solution that will promote the vitality of the hospitality industry."

Erik Emblem, co-chairman, HCIAQ and executive director, National Energy Management Institute

The HCIAQ members include:

**The Air Conditioning
Contractors of America**

**American Hotel &
Lodging Association**

American Gaming Association

**American Resort Development
Association**

**Hotel Employees and Restaurant
Employees International Union**

**National Energy
Management Institute**

**National Licensed Beverage
Association**

National Restaurant Association

Nevada Resort Association

***Options*, Philip Morris U.S.A.**

**Sheet Metal Workers
International Union**

**United Association of
Plumbers and Pipefitters**

For more information on the HCIAQ, please contact:

(202) 396-5800 • www.hciaq.org

State IAQ Coalitions

HVAC Associations

Several coalitions consisting of hospitality and HVAC associations, *Options*, Philip Morris U.S.A. as well as other business-related groups, have formed to proactively address IAQ issues in hospitality establishments:

**Clearing the Air:
The Texas Hospitality
Coalition on Indoor
Air Quality**

(800) 965-4689
www.clearingtheair.org
Contact: Nancy Siefken

**The Illinois Hospitality
and Commerce
Commission on
Indoor Air Quality**

(312) 654-9024
www.illinoiscleanair.org
Contact: Kimberly Skorniak

**The Ohio Coalition for
Indoor Air Quality**

(800) 795-5867
www.cleanindoorair.org
Contact: Diane Schmitmeyer

**Colorado Indoor
Air Coalition**

(800) 300-5200
www.coloradoindoorair.org
Contact: Jennifer Hurst

To help you identify contractors in your area who understand IAQ issues in hospitality establishments, please contact the following HVAC associations:



**The Air
Conditioning
Contractors of America**
(703) 575-4477
www.acca.org
Contact: Michael Honeycutt



**Sheet Metal and Air
Conditioning Contractors
National Association**
(703) 803-2980
www.smacna.org
Contact: Tom Soles



Mechanical Contractors Association of America
(301) 869-5800 • www.mcaa.org • Contact: Jan Letow



Mugs - Raritan, NJ

Business owner leases equipment to improve restaurant's atmosphere

John Pietz, owner of the 2,000-square-foot Mugs restaurant, caters to both non-smoking and smoking customers. In order to accommodate them all, he designed separate smoking sections in his restaurant, using physical barriers to separate the two, and worked with an HVAC contractor to install

two new air cleaners to help improve the indoor air quality.

Since making the change, Pietz reports that his customers and employees are pleased with the results. "The restaurant is comfortable for those who choose to

dining room or the smoking area by the bar. The whole restaurant has a much more pleasant environment for our customers," says Pietz.

Pietz decided to lease his HVAC equipment for three years. The two air-cleaning units cost \$130 a month, which includes initial installation. According to Pietz, "To do anything would have cost money, but this installation allowed us to change the atmosphere quite dramatically without having to eliminate smoking entirely from our restaurant, or undergo a major physical renovation."

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— John Pietz
Owner, Mugs

For additional information about Honeywell Air Cleaners (Model F115C, Model F90), please contact: Mr. Randy Schleuss, Quality Air Specialists, 158 North 8th Street, Kenilworth, NJ 07033 (800) 924-6344 (toll-free) www.qualityair.baweb.com

This case study was prepared by Options, Philip Morris U.S.A.

Jackson's All-American Sports Bar and Grill - Denver, CO

IAQ was a priority in establishment's construction

When the owners of Jackson's All-American Sports Bar and Grill wanted to expand their business by adding a sixth restaurant, they took measures to ensure that the new location had good overall indoor air quality, so that their non-smoking and smoking customers would be comfortable.

The newest location of the Jackson's franchise is across the street from Coors Field Baseball Park in Denver, CO. It has approximately 28,000 square feet and, according to the owners, accommo-

dates a diverse clientele. During sporting events or on busy nights, most customers smoke. Anticipating this, the owners worked with an HVAC professional to design a restaurant that could handle a high-volume of smokers while still providing a comfortable environment for their non-smoking customers.

The HVAC professional installed separate, independent rooftop units for each room of the restaurant, which help to minimize smoke drift and keep the environment comfort-

able, even during heavy smoking times. The cost of the design and implementation of the ventilation system was included in the overall cost of renovating the restaurant. "The initial investment for our ventilation system has paid off in the long run through additional business," says Mark Galinsky, the general manager.

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— Mark Galinsky
General Manager,
Jackson's All-American
Sports Bar and Grill

For more information about the Van Dyke company, please contact: Van Dyke Engineering, 9542 West Louisiana Avenue, Denver, CO 80232, (303) 986-6096

This case study was prepared by Options, Philip Morris U.S.A.





Chamberlain's Steak and Chop House - Dallas, TX

Improved environment yields improved customer satisfaction

"We are able to accommodate our customers, and this creates a loyalty that is invaluable. It results in repeat business and referrals."

—Richard Chamberlain
Owner, Chamberlain's
Steak and Chop House

Chamberlain's Steak and Chop House, a 5,500 square foot establishment located in north Dallas, is known for its steak, seafood and exquisite service. Owner Richard Chamberlain's commitment to providing his guests with the highest quality dining experience led him to improve the indoor air quality at his restaurant.

After he realized that factors such as odors from cigarette smoke drift or food preparation influences his cus-

tomers' satisfaction, Chamberlain decided to investigate different ventilation options. As a result, he contracted with an HVAC professional who installed air cleaners in the bar area of his restaurant, and an exhaust fan over the smoking section.

"We knew we wanted good ventilation throughout the restaurant, and it was a simple matter of consulting with the contractor about our needs," says Chamberlain. "In this business, paying attention to customer needs is critical. It can make or break you. When you think about it, everyone wants clear, clean air."

According to Chamberlain, it is difficult to determine the overall costs. However, he is pleased with the results. "We are able to accommodate our customers, and this creates a loyalty that is invaluable. It results in repeat business and referrals."



For more information on the systems at Chamberlain's, please contact:

Dring Air Conditioning, Ken Shafer, 2503 Southwell Rd., Dallas, TX 75220, (972) 241-1312, www.dring.com

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Coopersmith's Brew Pub - Ft. Collins, CO

Employees satisfied with improved IAQ

At 4,500 square feet, Coopersmith's Brew Pub consists of a bar area that seats 75 and a dining area that seats 87. The bar area is designated smoking, while



the dining area is designated non-smoking. After receiving several employee complaints of smoke haze and tobacco odor, owner Scott Smith decided to consult an HVAC contractor to help him improve the

indoor air quality in his establishment. "I needed to do something for the comfort of my employees, who are here for eight to ten hours at a time," says Smith.

Since the HVAC contractor installed three new air cleaners in the bar area, Smith reports that his employees are pleased with the improved air quality. According to Smith, "They are happier and more comfortable in their work

environment." Smith also believes he saves money by reduced employee

turnover. "There are costs associated with employee turnover and training, so it's important for me to keep my staff happy. My system has been effective and is an affordable solution," says Smith.

Each of the three new air cleaners cost Smith \$1,379 plus installation. Once every ten to fifteen months, three filters are replaced at a cost of \$450 each.

"There are costs associated with employee turnover and training, so it's important for me to keep my staff happy. My system has been effective and is an affordable solution."

—Scott Smith
Owner, Coopersmith's Brew Pub

For more information about Honeywell Air Cleaners, please contact one of the following:

Colorado Quality Air Products, Bruce Thornal

6380 West 10th Street, Unit 21, Greeley, CO 80634, (970) 356-5422, www.coloradoqualityair.com

Honeywell Commercial Air Products, Scott Roberts

4524 Highway 20 East, Niceville, FL 32578, (850) 897-1154, scott.roberts@honeywell.com

This case study was prepared by Options, Philip Morris U.S.A.



LaSalle Wacker Bar and Grill - Chicago, IL

HVAC upgrade helps to reduce smoke and odor



LaSalle Wacker Bar and Grill, with over 4,000 square feet, is a casual dining establishment that caters to the lunch crowd. The menu features a variety of sandwiches, salads and burgers, and smoking customers at LaSalle Wacker are accommodated in separate smoking sections.

When owner Jim Psychogios began to notice

the prevalence of smoke and odors in his restaurant, he was concerned. When he began to receive customer complaints about his indoor air quality, he decided it was time to take some action.

He worked with a local HVAC contractor who upgraded LaSalle Wacker's ventilation system, bringing in 20% more outside air. According to Psychogios, this upgrade and the addition of three new air cleaners helped improve the overall indoor air quality in his restaurant. "The difference is incredible, and my customers really noticed the improvement.

"Good indoor air quality can really make a difference

in customer satisfaction and employee comfort. By upgrading my HVAC system, allowing for more outside air, I reduced both cigarette smoke and kitchen odor and created a more pleasant environment for all my customers," says Psychogios.

Psychogios purchased a maintenance contract, which covers the general upkeep and repairs of his equipment, as well as regular changes in his air filters. The equipment, with installation and maintenance contract, cost him over \$10,000.

"By upgrading my HVAC system, allowing for more outside air, I reduced both cigarette smoke and kitchen odor and created a more pleasant environment for all my customers."

*— Jim Psychogios
Owner, LaSalle
Wacker Bar and Grill*

For more information on Air Cleaning Specialists, please contact:

Joe Viola, Air Cleaning Specialists, 7717-19 W. Grand Ave., Chicago, IL 60707, (773) 637-0730 ext.13

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Town Pump - Ft. Collins, CO

Customer surveys indicate approval of HVAC upgrade

After receiving customer complaints about the cloud of smoke over the bar, owner of the Town Pump, Jake Latendresse, decided to take action. Latendresse took an informal customer survey to gauge the indoor air quality. An astounding 50 percent of

"If 98 percent of my customers are happy when they leave the Town Pump, then I know I am doing a good job as a business owner."

*— Jake Latendresse
Owner, Town Pump*

his customers rated the air quality as poor at the Town Pump, with only 9 percent rating their overall experience as excellent or good. "With 50 percent of my customers saying the air quality was poor, I knew I had a problem," Latendresse said. Latendresse knew he had to consult a professional and contacted Bruce Thornal, an HVAC professional from Colorado Quality Air Products, a regional distributor for Honeywell. After conducting an IAQ assessment, Thornal recommended and then installed a new Honeywell F111C three-stage media air cleaner in the bar

area, where the assessment showed the highest concentration of smoke.

Latendresse then took another informal customer survey just after installing the Honeywell air cleaner. "Now nearly everyone says the IAQ is good or excellent." Eighty-nine percent of his customers rated the air quality as excellent or good, while 98 percent rated their overall experience as excellent or good.

"If 98 percent of my customers are happy when they leave the Town Pump, then I know I am doing a good job as a business owner," said Latendresse.

For additional information about Honeywell Air Cleaners, please contact:

Scott Roberts, Honeywell Commercial Air Products, 4524 Highway 20 East, Niceville, FL 32578, (850) 897-1154

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Assessing Your Establishment's IAQ

Common Situations And Possible Approaches to Improving Indoor Air Quality

The chart below demonstrates some different approaches you can take when faced with common situations that affect your indoor air quality (IAQ). Some of these responses are based on IAQ principles, and some may require upgrading your current ventilation system through advanced technologies. Because all hospitality establishments are different, the right solution could vary, depending on your situation. Your HVAC contractor can help you decide what's best for you.

POSSIBLE APPROACHES	Situation			
	Smoke drifts from the smoking to the non-smoking area	Heavy smoke and other odors at busy times	Air cleaners do not seem to be working	The facility is under renovation and improved accommodation strategies are needed
	Check to make sure you are providing enough outdoor air.	×	×	×
	Improve the quality of your filters to those rated at 65% to 95% dust-spot efficiency.	×		×
	Use a pre-filter in the air handling system to prolong the life of the higher-efficiency filters.			×
	Consider relocating your non-smoking areas and your smoking areas.	×		
	Use directional airflow to help keep smoke and odors from drifting to other areas.	×		×
	Consider adding dedicated exhaust over smoking areas.	×		×
	Consider installing supplemental air cleaners.	×		×
	Check that the filters in your air cleaners are being replaced on the proper schedule.		×	
	Check the collector plates on electronic air cleaners.		×	
	Consider installing a demand-controlled ventilation system.	×		×
	Consider installing one or more energy recovery ventilators.			×

Note: The suggestions presented here are a result of the experience of IAQ specialists in assisting hospitality business owners through the *INvironment*® Hotline. The *INvironment*® Hotline is a registered trademark of the Chelsea Group Ltd. and is a service paid for by *Options*, Philip Morris U.S.A. Access to an IAQ Specialist at the *INvironment*® Hotline can be arranged by calling *Options*.



1-800-643-7040
www.pmOptions.com

What is *Options*?

Options is an initiative developed by Philip Morris U.S.A. to help business owners who choose to accommodate, find effective, practical ways to minimize secondhand smoke and to create a more comfortable environment for both non-smokers and smokers in public places.

Creating a place with just the right food, service or atmosphere takes a lot of planning and hard work. Whatever type of hospitality business you run, your customers and employees want and expect to feel comfortable. And if your establishment accommodates both non-smokers and smokers, cigarette smoke drift and odor can be a challenge.

At Philip Morris U.S.A., we recognize that cigarette smoke in public places can be annoying and bothersome. Government agencies have also concluded that environmental tobacco smoke (ETS) causes disease—including lung cancer and heart disease—in non-smokers. While *Options*, Philip Morris U.S.A. does not purport to address health effects attributed to environmental tobacco smoke, *Options* does offer hospitality business owners and managers information and resources to help them develop effective accommodation policies, which may include structural options and ventilation technologies.

We provide free resources that can help business owners take effective steps to minimize secondhand smoke and enhance indoor air quality (IAQ).

Options Resources

Environment® Hotline

Speak with an IAQ specialist at the Environment® Hotline about ways to improve the ventilation in your establishment. After the consultation, a detailed report will be sent to you summarizing your potential policy design and ventilation options.

Case Studies

Find real-life examples of how other hospitality business owners are creating more comfortable environments for everyone, including developing effective policies, designing layouts and upgrading HVAC equipment.

HVAC Professional Referral Service/Network

Locate HVAC professionals in your area who have experience working with the hospitality industry.

Options, Philip Morris U.S.A. provides free, practical resources and information that can help you create an accommodation policy for all of your customers, both non-smokers and smokers, and your employees. You can access these resources by calling us at 1-800-643-7040, or by visiting our Website at www.pmOptions.com.

Options Planning Center @ www.pmOptions.com

In this center you will find valuable tools to help improve indoor air quality.
Some of these tools include:

Ventilation Assessment Professional

Receive a customized ventilation assessment report online instantly when you answer questions about the IAQ needs of your business.

Indoor Air Quality Handbook

You can download this handbook to learn about strategies to help you comfortably accommodate non-smokers and smokers in your establishment.

Information on Leasing Programs

Good IAQ in your establishment is an important part of making your customers, both non-smokers and smokers, and employees feel more comfortable. Since satisfied customers tend to stay longer, it's an investment that can potentially pay for itself. When you're thinking about improving your IAQ, leasing your ventilation equipment could be a good alternative. Leasing may make your costs more manageable through periodic payments, rather than one large cash outlay.

Business and Consumer Surveys

Learn about attitudes and opinions of non-smokers and smokers on smoking in public places and the effect of government regulations from the perspective of both business owners and their customers.

For more information on leasing programs or business and consumer surveys, please visit www.pmOptions.com or call 1-800-643-7040.



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— PHILIP MORRIS U.S.A. —

Funding for the development and placement of this special report is provided by *Options*, Philip Morris U.S.A.

* *Options*, Philip Morris U.S.A. does not purport to address health effects attributed to environmental tobacco smoke. For more information on environmental tobacco smoke and reported health effects in non-smokers, visit www.philipmorrisusa.com.

* Always be sure that you are in compliance with all laws and regulations governing smoking and ventilation.

* Any reference to specific products or equipment does not constitute an endorsement by *Options*, Philip Morris U.S.A.

* Every business owner should seek the advice of ventilation professionals (i.e., contractors or engineers) to develop a plan appropriate to the particular site, use and capacity.

* Business owners should independently assess the level of experience of any HVAC professional being considered to provide design and ventilation guidance.

* The Environment® Hotline is a registered trademark of the Chelsea Group, LTD. Service provided by *Options*, Philip Morris U.S.A.

* The *Options* HVAC Professional Referral Service is operated and maintained by Convergify Customer Management Group, Inc. on behalf of *Options*, Philip Morris U.S.A.