

THE MENU MANDATE

HOW THE FTC'S PROPOSED BAN ON FEES WILL IMPACT AMERICA'S RESTAURANTS

The Federal Trade Commission (FTC) wants to force restaurant owners to eliminate common fees, like large-party service fees and credit card surcharges. The rule would create less transparency for customers and higher costs for small business owners.



HIGHER MENU PRICES

RAISING PRICES OVERNIGHT

A new government rule would take away restaurant owners' ability to add common fees and surcharges to customer checks, requiring them to hike menu prices for everyone:

..... **IMMEDIATE STICKER SHOCK**

HIGH COMPLIANCE COSTS

SQUEEZING SMALL BUSINESS OWNERS

Small independent restaurant owners operate on a 3-5% margin and make an average of \$45,000/year. Compliance costs for them would be approximately:

..... **10% OF THEIR TOTAL INCOME**

CHANGING MILLIONS OF MENUS AT RESTAURANTS ACROSS THE COUNTRY

Forcing operators of all sizes to change longstanding business practices and create new menus:

..... **\$3,500,000,000**

Catch of the day:

\$4,818.27
in compliance costs per restaurant for new menus alone!

LESS TRANSPARENCY FOR CUSTOMERS

PREVENTING DINERS FROM SEEING WHAT THEY'RE PAYING FOR

Hiding costs on customer bills that are outside owners' control-like credit card processing fees-and baking them into the cost of a hamburger:

..... **ANGRY CUSTOMERS**

WHAT'S ON TAP

- CUSTOMER CONFUSION
- HIGHER PRICES
- LESS TRANSPARENCY
- COSTLY COMPLIANCE

Combo Special: **HIGHER MENU PRICES** + **LESS FOOT TRAFFIC** = **FEWER HOURS & JOBS FOR SERVERS**