



For more information:  
Colin Murphy, Marketing Manager  
[colin@thevortexatl.com](mailto:colin@thevortexatl.com)

## **THE VORTEX SEEKS CUSTOMER INPUT ON CURRENT SMOKING POLICY**

*All patrons are encouraged to take the online survey which will be available from January 1st through January 31, 2019.*

**ATLANTA** (January 1, 2019) – The Vortex, Atlanta’s longtime champion of unhealthy choices, including burgers, booze, indulgent bar food and smoking, could potentially become a non-smoking establishment in 2019 after 27 years in business. Their current smoking policy allows customers to smoke at their bar but nowhere else on the premises.

The Vortex Co-owner, Michael Benoit, is basically putting the issue up for a vote, by explaining the situation through [his blog](#), which will also feature a link to an [online questionnaire](#). The results of the survey will be announced in a follow-up blog to be posted on their website in early February.

Benoit explains, “We’ve noticed a reduction in people smoking lately, and the few people who do smoke really don’t seem to have any problem with stepping outside.” He further remarked, “everything we do at The Vortex is all about keeping our loyal fans happy, so we’re pleased to provide this opportunity for customer input, and will be curious to review the results.”

So, if The Vortex were to become a “smoke-free” establishment in 2019, would that affect their “21 and over” age restriction?

Benoit was quick to clarify, “We restricted minors from our premises back in 2005 with the passage of the Smoke-Free Air Act. And while our fans seemed to appreciate the continued smoking option at the time, they made it overwhelmingly clear that they liked the new “adults-only” policy even more. Benoit continued, “After all, even people with children can appreciate a bar designed for grown-ups – maybe even more than people who don’t have kids.”

### **About The Vortex**

Serving burgers and booze since 1992, The Vortex has earned its reputation as the Godfather of Atlanta burger joints. It has been honored with numerous “best burger” awards from local and national publications, as well as accolades for “best beer selection,” “best neighborhood bar” and “best bar food.” The extensive selection of beer and booze, along with its lively, non-conformist attitude and ridiculously indulgent bar food are key reasons The Vortex is a perennial “reader poll” favorite.

Both the Midtown location (878 Peachtree Street NE) and Little 5 Points location (438 Moreland Avenue NE) are restricted to customers **21 and over** only, and adhere to “Official Idiot-Free Zone” policies. For more information, visit [thevortexatl.com](http://thevortexatl.com).

Michael Benoit is available for email interviews, phone interviews and on-air interviews. Please contact Colin Murphy to make these arrangements.

###