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August 14, 2018

Federal Trade Commission  
Office of the Secretary  
600 Pennsylvania Avenue NW  
Suite CC-5610 (Annex C)  
Washington, DC 20580

Re: Competition and Consumer Protection in the 21st Century Hearing, Project Number P181201

I am the proud owner of Sakana Modern Japanese, a restaurant in Bedminster, New Jersey. I have been in business for 18 months now, and I am contacting you in regards to Google's predatory advertising policy that is hurting my business. Google directs customers searching for my brand to what is called a knowledge panel, the place where information, directions, and reviews are given for a restaurant. When customers are placing orders or trying to get in contact with my business, Google is displaying ads in these panels for third-party food delivery services like Grubhub. I have no control over the ads or information going in these knowledge panels. That's not right!

These delivery services can charge up to a 40 percent fee for each order that is passed on to me, and this is unacceptable! Plus, I have no control of the ads being used to represent my brand. Owners should be the ones deciding who can provide these services for their restaurants and brands, yet Google is leveraging its reputation as a trusted search engine and using my information and established brand to make money for their third-party advertising services. I already have an account with the Grubhub service, so I don't have a problem if a customer finds me on Grubhub's site. However, I don't like a customer being redirected to GrubHub when they are searching for my restaurant specifically on Google. Customers that are looking for my business should be able to interact with my site directly. Google should have told me about these ads being placed in my space. I should be the one in control.

As a restaurant owner, I should be able to manage my own customer traffic. What Google is doing hurts small businesses like me. It amounts to a tax being waged on us by Google. We should not have to worry about people being redirected to other sites when they search for our business. I hope you agree and stand with us restaurant owners who have worked hard to build our brands.

Sincerely,

Julie Wahyudi  
Owner