

## Fedoroff's Roast Pork

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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

When customers search on Google for my restaurant, a "knowledge panel" comes up with information about my place of business, Fedoroff's Roast Pork. We are a small business and it is good for our bottom line when people have a link to our website and can order directly online. What is not good is that Google has now started taking paid ads from third-party food delivery services like GrubHub, Seamless, and Caviar. I just recently Googled my restaurant, and an ad for Caviar appeared at the very top of that panel. The other information is still there, but it has dropped to the bottom of the box.

As a small business owner, I want customers to order online from my restaurant, as it is better for us financially. People rely on Google as a trusted source for objective information to help them choose a restaurant. My wife and I make our living from our business. We've been in business for about two years. Small sandwich shops like mine have to use Google, especially when first starting out, because the exposure is essential.

However, I should be able to choose what information appears in the box describing my business. It is my restaurant and I should have a say in how it is presented. Google is taking paid ads from food delivery services to add to their own profits. It is a one billion-dollar company helping other billion-dollar companies. It does not help my mom-and-pop business at all. This "Google Tax" is wrong.

I don't think most customers who use these third-party services realize how much they hurt our business. Seamless takes 25% from us and that is our profit margin. The sickest thing is that for many small businesses and sandwich shops like mine, Seamless is making more profit off our business than we are.

The Federal Trade Commission is there to protect consumers and be sure there is a fair playing field, even for small businesses like mine. The "Google Tax" needs to be stopped. Business owners need to have more control over what paid ads are shown when you Google a restaurant. What should be there is just what the business owner wants to be there. Google should not be making even more profit at our expense.

Sincerely,

David Fedoroff  
Owner