

50% Discount For Turning Off Your Phone



One restaurant owner is offering his customers something they can't refuse: switch off your mobile phone, and get your meal for half price.

Jawdat Ibrahim thinks that smartphones have completely ruined dining out. "Technology is very good. But when you eat with your family and friends, you should enjoy the food and the company. I'm sure you can stop using your smartphone for half an hour," Mr. Ibrahim said. "A lot of people, they sit down and they don't enjoy their food or the people they are with."

Mr. Ibrahim is dismayed when he sees married couples or friends sitting in silence. They ignore each other and stare at their phones.

Is the 50% discount bad for business? Well, yes, it is. Mr. Ibrahim makes very little money from each customer. And that's not good for a restaurant owner. There is a bright side though. The offer is bringing many new customers to the restaurant. And that's good for a restaurant owner!

Do you have a smartphone?
Would you turn it off for a 50% discount?