

The End of Restaurants?



by Miles Mathis

First published July 10, 2024

As you can see, after a bad period during Covid, restaurant attendance soared and then crashed. Many restaurants are now shuttering, including big chains. Why? [We are being told](#) it is due to rising food costs, rising minimum wages, and poorer customers, but I think the professional analysts are missing the main cause, as usual.

Those other things are obviously factors, but they are missing the main one: after Covid, people no longer trust the food supply. This is why I am not going to restaurants anymore, after living at restaurants my entire adult life. I don't even qualify as middle class anymore, especially here in California, but I have enough money to eat out if I want to. In fact, I wouldn't mind paying higher prices to cover the cost of buying clean ingredients. I already do that at the market, so I would do it at the restaurant as well. My health is that important to me. I buy only organic, read every label, and avoid 95% of the store, even at some place like Whole Foods. I admit I am an extreme example, since few people are as careful as I am, but I am representative of the trend nonetheless. I know a lot of people are feeling the same as me on this subject, since they tell me so. Covid woke a lot of people up, and not just regarding health care. Regarding health across the board, as well as trust in government and institutions. In short, people no longer trust the restaurants to provide clean, healthy food, since it is known they aren't. They are using the cheapest oils and other ingredients to cut costs, and people rightly assume that has just gotten worse since Covid. If restaurants are cutting costs to keep their heads above water, you know they are starting with ingredients. So, ironically, they are doing just the opposite of what they should be doing, and have cut their own throats.

People are tired of being fat pigs, and they have come to realize part of the fault lies with the restaurants, which treat them as pigs at a trough, feeding them the cheapest, slimiest food. That was publicized earliest and widest with places like McDonalds and Subway, but it is true across the board. It is true even at high-dollar restaurants, many of which also use inferior oils and other ingredients. Ritzy restaurants should be 100% organic for the prices they charge, but almost none of them are. If they were, you can be sure they would advertise themselves as such, so if they aren't advertising it, you can be sure it isn't happening.

What they should be doing is following the Chipotle success story, and going way beyond it. There is

a huge untapped market for organic restaurants, but the gurus refuse to get that message. Restauranteurs would appear to want to feed you garbage or nothing, preferring to close rather than feed you clean healthy food. It makes you wonder if there is a covert government mandate to poison the masses through restaurants. It would fit everything else we are seeing. Perhaps they are subsidized only as long as they are poisoning you, and if they stop poisoning you the gravy train ends.

You will say that is crazy, but it is exactly what we found out was happening in health care, with hospitals and doctors being paid to make you sick, keep you sick, and kill you. This is all to benefit the drug companies. If you aren't sick, they don't make any money. It isn't hard to figure out. And it is the same with restaurants and markets, since one of the surest ways to make you sick, after poisoning your water supply with fluoride, is to poison your food supply. We know they have done this and people are now aware of it. They are looking for ways around it, which is why the Big Ag companies and big food suppliers are also hurting. Places like General Mills and Nabisco and Campbells are also taking a beating now, and it is because people no longer want their poisoned Ritz crackers and tomato soups and cereals. They aren't interested in living off GM soybean oil and high fructose corn syrup. The younger generations are finally catching on, so all those products are going the way of Kodak. We are in the middle of the greatest change in food sourcing and production in history, and it will continue to be forced on producers by the people. If they continue to insist on poisoning us, we will grow our own food and bankrupt the lot of them.