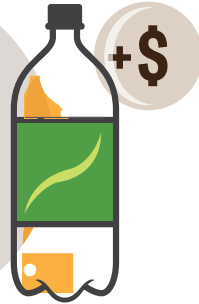


# What is Prop V?



SOME ADVOCATES WANT YOU TO VOTE for something they're calling a... ①

**SODA TAX**



But if you look closely, it's really a...



...that could raise prices for **MANY ITEMS FOUND IN YOUR GROCERY CART** — not just on soda. ②

To cover the costs of this new tax, grocers & restaurants **COULD BE FORCED TO RAISE THE PRICE OF ANY ITEM THAT IS SOLD IN THEIR STORES.** ③



**ENOUGH IS ENOUGH:  
Don't Tax Our Groceries.  
VOTE NO on PROP V**

Learn more at:  
**DontTaxOurGroceries.com**

## See for yourself

- ① Supporters hope to keep second SF soda tax from going flat  
<http://www.sfexaminer.com/supporters-hope-keep-second-sf-soda-tax-going-flat>
- ② If Berkeley shoppers don't have to pay the soda tax, does it really exist?  
[http://www.mercurynews.com/columns/ci\\_28170149/barnidge-if-berkeley-shoppers-dont-have-pay-soda](http://www.mercurynews.com/columns/ci_28170149/barnidge-if-berkeley-shoppers-dont-have-pay-soda)
- ③ Grocery Store Owner Opposes SF Grocery Tax <http://bit.ly/AdelAlghazali>

PAID FOR BY NO ON V, ENOUGH IS ENOUGH: DON'T TAX OUR GROCERIES, WITH MAJOR FUNDING BY AMERICAN BEVERAGE ASSOCIATION CALIFORNIA PAC. FINANCIAL DISCLOSURES ARE AVAILABLE AT SFETHICS.ORG.