

RESTAURANT

2015

MENU LABELING

WHAT IT MEANS FOR YOU, YOUR CLIENTS & THE INDUSTRY

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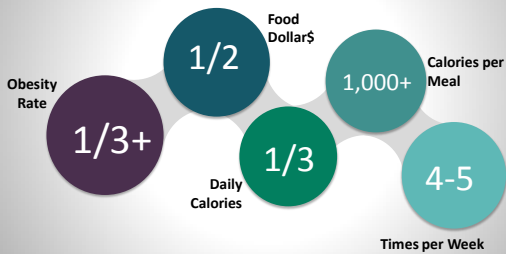
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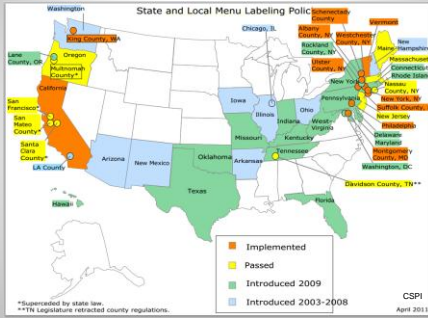


“Every restaurant has a computer these days.
See if the chef has software to compress a
1000 calorie meal into a 200 calorie meal.”

INFLUENCING FACTORS



THE BEGINNING



COMPLEXITIES

FDA Commissioner Margaret Hamburg:

“ There are very, very strong opinions and powerful voices both on the consumer and public health side and on the industry side, and we have worked very hard to sort of figure out what really makes sense and also what is implementable...*menu labeling has turned out to be one of the FDA's most challenging issues.*

OVERVIEW

1. Who is affected
2. Types of food covered
3. Compliance
4. Accuracy
5. Public Health



WHO IS AFFECTED

- “Covered Establishment”
 - Restaurant
 - Similar retail food establishment (serving restaurant-type food)
- 20+ locations = same name = substantially same menu items
- Voluntary registration

WHO IS AFFECTED

- Drive-through windows
- Food take-out and/or delivery establishments
- Bakeries
- Cafeterias
- Coffee shops
- Grocery & Convenience stores
- Delicatessens
- Food service facilities within entertainment venues (movie theatres)

TYPES OF FOOD COVERED

- “Restaurant-type” food
 - Served (or sold) for immediate consumption
 - Eaten on premise, while walking away, or soon after arriving at another location
 - Sit-down, drive-through, quick service
 - Take-out/delivery pizza
 - Hot pizza at grocery/convenience stores
 - Pizza slices from movie theater
 - Hot buffet food, hot soup at soup bar, salad bar
 - Ordered from menu/board at grocery store
 - Self-service food/on display

TYPES OF FOOD COVERED

- Standard Menu Items
- Combo meals
- Variable meals
- Alcohol/Beverages
- Exemptions

COMPLIANCE

- DECEMBER 1, 2015
- Calories on the menu/menu board
- Succinct statements on menu:
 - Daily caloric needs
 - Availability of additional written nutrition information

ACCURACY

- “Reasonable Means”
 - Nutrient databases (with or without software)
 - Lab Analysis
 - Cookbook
 - Other means
- Documentation

PUBLIC HEALTH

- Restaurants
 - May begin to revise recipes to make nutrition profiles better
 - Smaller restaurants may follow
- Consumers
 - Increased health awareness
 - At the very least create public discussion about calories
 - Nutrition education opportunities

THANK YOU!

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<http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/ucm217762.htm>
