



Fast Food & Chain Restaurant Nutrition Labeling
Policy Recommendation 06.23.2008
 Multnomah County Chronic Disease Prevention Program

Drawing from input from community stakeholders, the policy was informed by the following *guiding principles*:

- Enable point-of-purchase decision-making,
- Avoid undue burden on small business owners,
- Present information in easy to understand ways that do not confuse the consumer, and
- Present information in ways that preserve the design of the menu.

Policy Element	Rationale
<p>Applies to:</p> <ul style="list-style-type: none"> • Fast Food and Chain Restaurant Establishments 1) with at least fifteen or more outlets nation-wide, and 2) who offer substantially the same menu items across outlets, regardless of whether the food establishments are subject to the same ownership or type of ownership. <p>Excludes:</p> <ul style="list-style-type: none"> • Grocery and convenience stores 	<ul style="list-style-type: none"> • Avoid undue burden on small businesses. • Most food prepared in chain restaurants is standardized in terms of ingredients, cooking instruction, and portion sizes. • About half large chains already provide nutrition information on-line and would not incur additional costs. • Be consistent with regulations adopted in other jurisdictions.
<p>Applies to:</p> <ul style="list-style-type: none"> • Standard Menu: Items on the menu or menu board for more than 60 days <p>Excluded Items:</p> <ul style="list-style-type: none"> • Temporary and customized orders • Condiments and garnishes • Alcoholic beverages not listed as standard menu items 	<ul style="list-style-type: none"> • Leave ample space for culinary innovation. Minimize need for frequent re-printing of menus.

Policy Element	Rationale
<p>Nutrition Information to Display for Standard Menu Items:</p> <ul style="list-style-type: none"> • Menu Boards: Calories • Food Tags: Calories • Menus: Calories • Menu Insert Upon Request at Point-of-Purchase: Carbohydrates, saturated fat, trans fat, sodium • Prominently displayed statement: “Additional nutrition information available upon request.” • Prominently displayed statement: “Recommended limits for a 2,000 calorie daily diet are 20 grams of saturated fat and 2,300 milligrams of sodium.” • Calorie information presented with and as prominently as pricing information. 	<ul style="list-style-type: none"> • Limited to calories so that information is easy to read and menus are not cluttered. • Limited to five nutrition factors to avoid undue burden on food service operators (e.g. not including vitamins or minerals). • To provide sufficient information to understand and add meaning to the nutrition information. • Customers must be able to obtain nutrition information without the necessity of purchasing food.
<p>Nutrient Analysis</p> <ul style="list-style-type: none"> • Consistent with the Uniform Food, Drug, and Cosmetic Act • Must be verifiable 	
<p>Disclaimer for Nutrient Content Variation</p> <ul style="list-style-type: none"> • Allowing for +/- 20% variation • Includes language that releases businesses from liability 	<ul style="list-style-type: none"> • Provide lee-way for slight variations in overall serving size or quantity of ingredients, or based on special ordering. To offer some protection to food service industry.

If you have any questions or need more information, please contact:

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