



## Consumer Advisory Guidance

The Consumer Advisory applies to all food establishments where raw or undercooked animal foods, such as beef, eggs, fish, lamb, pork, poultry, or shellfish, are served to the consumer. The Consumer Advisory must be available at the **point of selection**, such as: printed menus, menu boards, to-go menus, drive through menus, daily specials, and/or online menus.

The intent of a Consumer Advisory is to ensure that all consumers are properly informed about the increased risk of eating *raw* or *undercooked* animal foods, especially for young children, the elderly, and those with weakened immune systems. Many common food items are traditionally served raw or undercooked, such as Caesar salad dressing, oysters on the half shell, eggs 'any style,' cook to order steaks and burgers, seared fish, and sushi. Consumers shall be properly informed about the risks associated with the food they will be consuming. Please remember that undercooked comminuted (ground) meat cannot be offered on a children's menu.

It is not possible to anticipate all conceivable situations. The Environmental Services Department can provide guidance to establishments to develop the most effective way to meet the objectives of satisfactory compliance. It is recommended that you contact the department for further guidance when developing a consumer advisory for use at your establishment.

## Compliance

Where raw or undercooked animal foods are offered, the absence of a consumer advisory as specified in 3-603.11 of the 2009 FDA Food Code, is in violation. Satisfactory compliance is gained when **both** a *disclosure* and a *reminder* are provided in a manner that is consistent with the 2009 FDA Food Code.

### Disclosure must:

- Be on the menu or, in the absence of a menu, be presented in writing to consumers at the point of selection, and
- Identify the food items that are raw, undercooked, or may contain raw/undercooked ingredients, and
- Specify that the food item contains raw or undercooked beef, eggs, fish, lamb, pork, poultry or shellfish.

### Examples of Disclosure:

1. *Disclosure* by description: Items are described, such as:

- Oysters on the half shell ( *raw oysters* )
- Caesar salad (raw egg dressing)
- Hamburgers ( can be *cooked to order* ); or

2. *Disclosure* by asterisking the food items to a footnote that appropriately states that the items: "Are served *raw or undercooked*", OR "Contain (or may contain) raw or undercooked ingredients," or other appropriate written disclosure.

### Reminder must:

- Be asterisked to the foods requiring disclosure, and
- Located within the menu so that the consumer may easily find it (preferably on the first or last page), or
- On a placard, table tent, or by other written means, as appropriate to the point of selection.

### Examples of Reminder:

1. Use one of three reminder statements containing the actual advisory:

- Reminder statement 1: "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness"; or
- Reminder statement 2: "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions."
- Reminder statement 3: "Regarding the safety of these items, written information is available upon request."

### Some examples of acceptable wording for menu advisories:

- ***\*"These items may contain raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness".***
- ***\*"Eggs are served any style. Consuming raw or undercooked eggs may result in an increased risk of foodborne illness".***

**Example A**

<p><u>Salads</u></p> <ul style="list-style-type: none"> <li>-Grilled Chicken Salad</li> <li>-Cobb Salad</li> <li>-Caesar Salad (raw egg dressing)*</li> </ul>	<p><b>Menu</b></p> <p><u>Hamburgers</u> (cooked to order)*</p> <ul style="list-style-type: none"> <li>-Cheeseburger</li> <li>-Bacon Burger Deluxe</li> <li>-Ultimate BBQ Burger</li> </ul>	<p>* ← <b>Disclosure</b></p>
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\*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a medical condition.

**Reminder**

**Example B**

<p><u>Hamburgers</u></p> <ul style="list-style-type: none"> <li>★ Cheeseburger</li> <li>★ Bacon Burger Deluxe</li> <li>★ Ultimate BBQ Burger</li> </ul>	<p><b>Menu</b></p> <p><u>Steaks</u></p> <ul style="list-style-type: none"> <li>★ Porterhouse 12 oz.</li> <li>Grilled Chicken</li> <li>★ New York Strip 6 oz.</li> </ul>	<p>★ ← <b>Disclosure</b></p>
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★ These items may be served undercooked. Consuming raw or undercooked meats, poultry, seafood shellfish, or eggs may increase your risk of foodborne illness

**Reminder**

**Example C**

<p><u>Seafood</u></p> <ul style="list-style-type: none"> <li>• Salmon on the Grill</li> <li>• Oysters on the Half Shell (raw oysters)*</li> <li>• Breaded Shrimp</li> </ul>	<p><b>Menu</b></p>	<p>* ← <b>Disclosure</b></p>
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\*Consuming raw or undercooked meats, poultry, seafood shellfish, or eggs may increase your risk of foodborne illness

**Reminder**