

Calorie Labeling on Menus in Chain Restaurants

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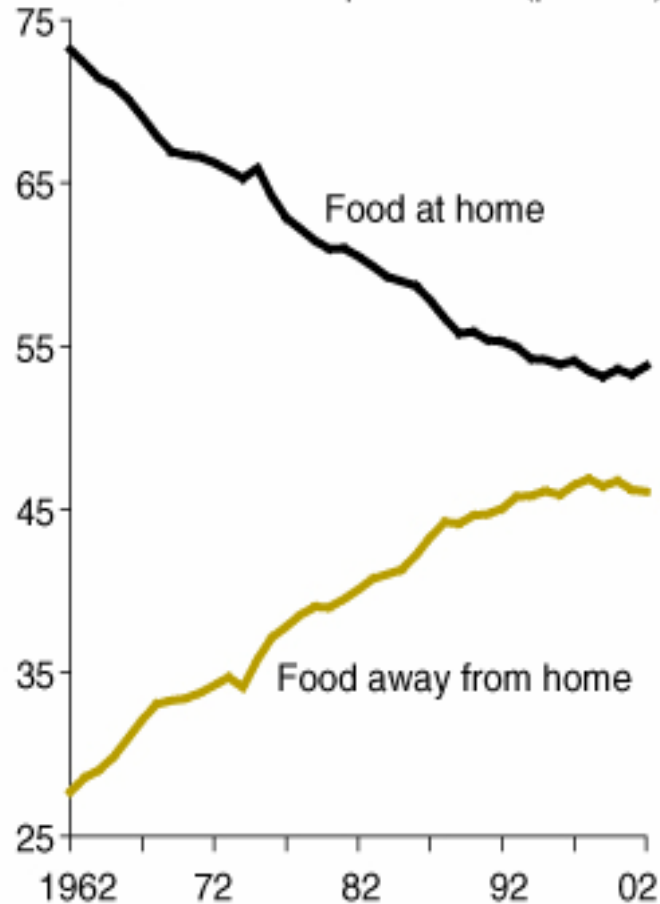
October 2008



ARKANSAS CENTER FOR HEALTH IMPROVEMENT

Americans are eating out more

Share of total food expenditures (percent)

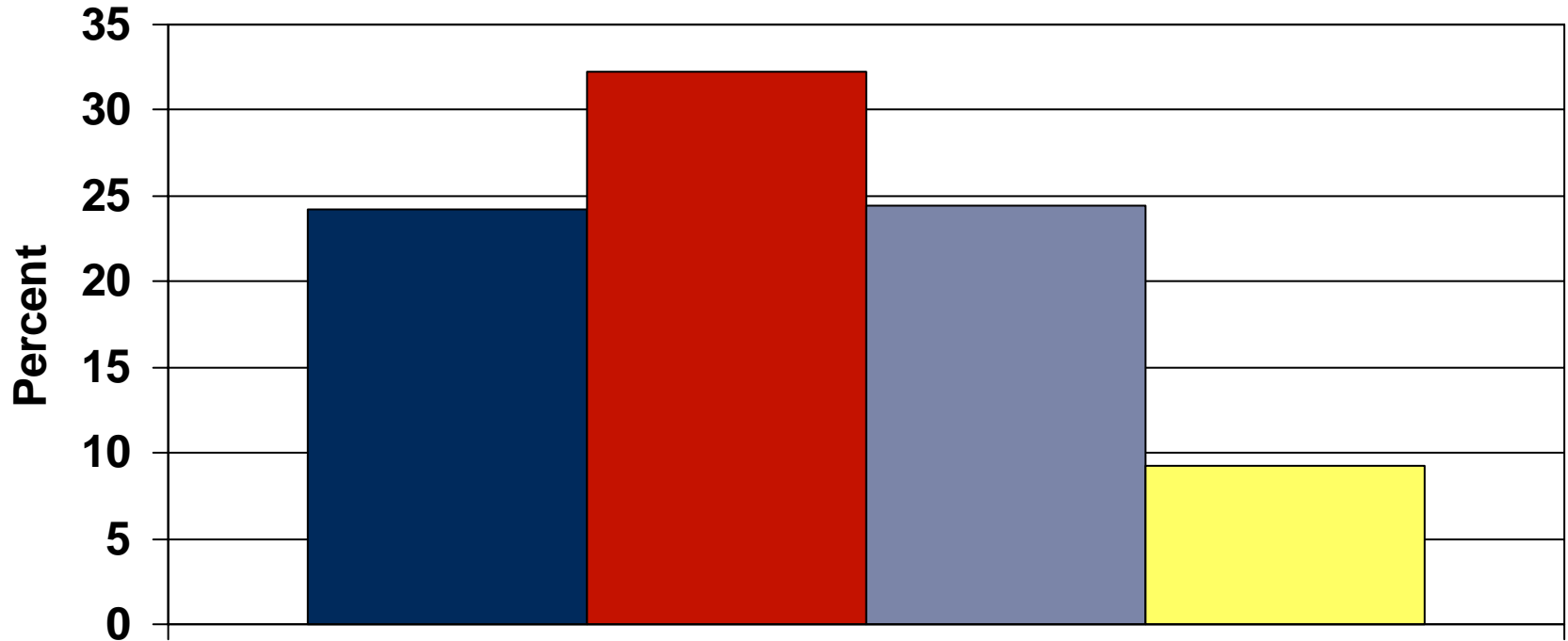


Source: Food Consumption (Per Capita) Data System, USDA, Economic Research Service.

Children eat nearly twice as many calories in restaurant meals compared to meals at home (770 vs 420)

Nearly 3/4 of total restaurant visits are at fast-food and other chain restaurants

Arkansas Food Service Establishments



- Chain Restaurants (2 or more locations)
- Other Restaurants
- Grocery, Gas Station, Convenience Stores
- Other (movie theaters, hotels, mobile food trucks, cafeterias, community centers, jails)



Fast Food Snapshot:

Birmingham Top Market for Eating Fast Food



When it comes to heavy fast food consumption, Birmingham, Alabama ranks number one in a survey of adults in 88 U.S. markets. According to The Media Audit, 16.7% of adults in Birmingham are considered "heavy fast food eaters", consuming fast food five or more times in a typical week. As a result, adults in Birmingham are 87% more likely than the average adult to be a heavy fast food eater. Birmingham ranked fourth in the previous year's survey. Among all U.S. adults, 8.9% consume fast food five or more times in a typical week, down from 9.6% a year earlier. Surveys were conducted between January 2007 and March 2008.

Oklahoma City ranked second with 15.2% of adults who eat fast food five or more times in a week, followed by San Antonio (15.1%), Raleigh-Durham (15.1%), Columbia, South Carolina (14.6%), Dallas (14.4%), Memphis (13.7%), Riverside-San Bernardino (13.5%), Little Rock (13.4%), and Greenville-



Spartanburg, South Carolina (13.3%).

The study also revealed which customers of the top ten national or regional chains are most likely to be heavy fast food customers. Customers who ate at Carl's Jr. (located mostly in the Western United States) ranked as the most likely to eat fast food five or more times in a typical week (20.4% of the burger chain's customers ate fast food 5+ times), followed by Jack-in-the-Box (20.3%), Taco Bell (20.1%), Arby's (19.1%), KFC (19%), Subway (18.1%), Burger King (17.6%), Chick-Fil-A (17.2%), Wendy's (16.4%) and McDonald's (15.4). The ranking was based on fast food restaurants eaten at by adults 18+ in a typical month.

Among heavy fast food eaters nationwide, 59% are male while 41% are female. Blue Collar workers are the most likely to be heavy fast food eaters (133% more likely), followed by construction workers (95% more likely), skilled workers such as plumbers and electricians (70% more likely), job foremen (69% more likely), and warehouse/storage workers (64% more likely).

Key Points

- 1. Chain restaurants are an important contributor to the excess caloric intake that has fueled the obesity epidemic**



Which entrée on the children's menu at Chili's has the most calories?

- a. Corn dog
- b. Grilled cheese sandwich
- c. Chicken tenders (crispers)
- d. Ribs basket



Which entrée on the children's menu at Chili's has the most calories?

- a. Corn dog - 250 cal
- b. Grilled cheese sandwich - 420 cal
- c. **Chicken tenders - 590 cal**
- d. Ribs basket - 370 cal



Which item at Dunkin' Donuts has the fewest calories?

- a. Sesame bagel with cream cheese
- b. 2 jelly filled donuts
- c. Banana walnut muffin
- d. A medium (24 oz.) strawberry banana smoothie



2 Jelly filled Dunkin' Donuts have the fewest calories

- a. Sesame bagel with cream cheese - 570 cal
- b. 2 jelly filled donuts - 420 cal**
- c. Banana walnut muffin - 540 cal
- d. A medium (24 oz.) strawberry banana smoothie
- 550 cal

Which has the most calories?



**Burger King
Tendercrisp
Chicken Sandwich**



**Burger King
Whopper**



Which has the most calories?



**Burger King
Tendercrisp
Chicken Sandwich**



**Burger King
Whopper**



Which has the most calories?



**McDonalds'
hamburger, small
fries & small Coke**



**McDonald's large
chocolate shake**



Which has the most calories?



**McDonalds'
hamburger, small
fries & small Coke**



**McDonald's large
chocolate shake**



Restaurant foods

Appetizers

Buffalo Wings (12) w/ Dressing
Cheese Fries (4 c) w/ Dressing

Calories

1,010
3,010

Entrees

Caesar Salad w/Chicken
Fresh Chicken and Broccoli Pasta

1,010
2,060

Meals

Chicken Ranch Sandwich & Fries
BK Double Whopper w/ Cheese
King Size Value Meal
Fried Seafood Platter

1,580

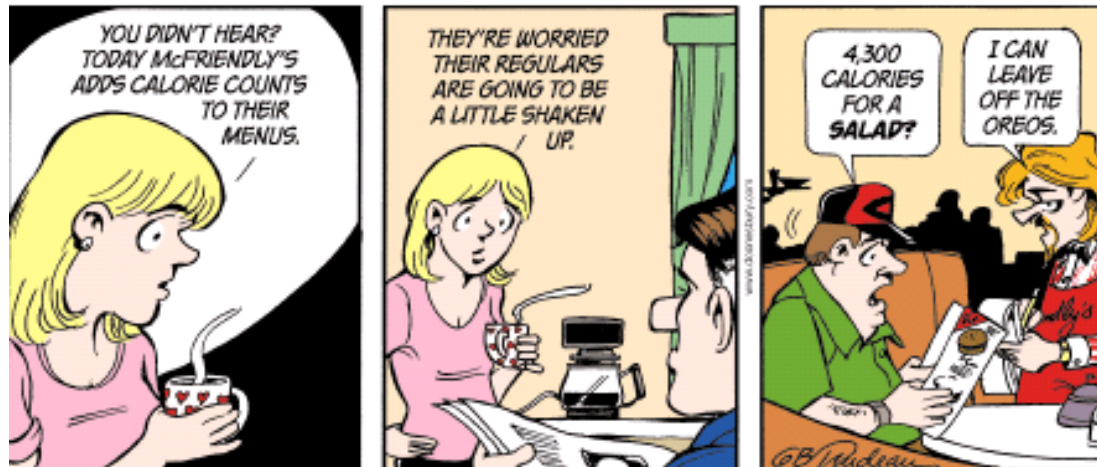
1,980
2,170

Sweets

Cinnabon (1)
Cheesecake Factory Carrot Cake (1 s)

730
1,560





Estimating calories

- **Most adults significantly underestimate the caloric content of restaurant food, especially for higher-caloric foods - by 463 to 956 calories.**
- **Registered Dietitians underestimated caloric levels by 200 to 600 calories**



Dietitians' estimates of the calorie content of popular restaurant foods

<u>food item</u>	<u>average calorie estimate</u>	<u>actual calorie content</u>	<u>percent difference</u>
Whole milk (1 c)	155	150	3% over
Lasagna (2 c)	695	960	28% under
Grilled chicken Caesar salad with dressing (4)	440	660	33% under
Porterhouse steak dinner*	1,240	1,860	33% under
Hamburger (10 oz.) and onion rings (11 rings)	865	1,550	44% under
Tuna salad sandwich (11 oz.)	375	720	48% under

*The dinner included a Porterhouse steak (untrimmed, 20 oz. before cooking) with a Caesar salad (2 cups), vegetable of the day (1 cup) and a baked potato with butter (1 tablespoon).

Key Points

1. Chain restaurants are an important contributor to the excess caloric intake that has fueled the obesity epidemic
2. **Consumers are unable to accurately estimate calories in meals**



HOT & *fresh* TOASTED

Subs From The Oven!

<u>Cal</u> 6" sub/wrap		6" Sub or Wrap
560	Meatball Marinara	2.99
450	Italian B.M.T.®	3.69
480	Spicy Italian	3.29
400	Steak & Cheese	4.29
380	Subway Melt®	3.69
580	Chicken & Bacon Ranch	3.69

Hungrier? Make it a FOOTLONG!



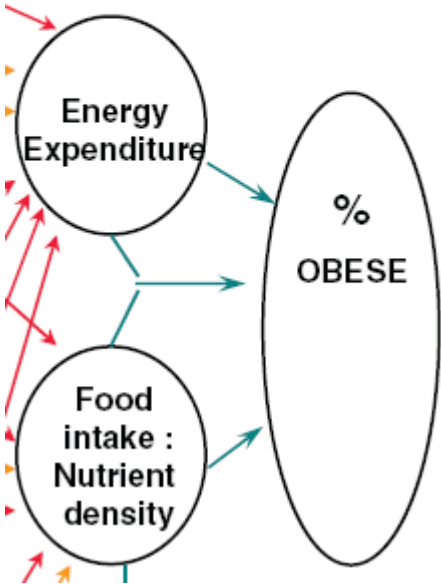
Italian B.M.T.®

Industry Arguments

Obesity is a matter of personal responsibility



INDIVIDUAL POPULATION





To lose weight.....
Keep your ASS out of the Refrigerator !



For every complex problem there is a solution that is simple, neat, and wrong.

H.L. Mencken



Industry Arguments

Business rights

Food Safety

- **“Food safety for the 21st century should be reframed. Just as society protected the public from microbes, adulterants, and additives in food during the 20th century, public health systems must reduce the contribution of food to the epidemics of obesity and chronic disease that characterize the current era.”**

Food Safety (L Silver, JAMA 8/27/08)

<http://jama.ama-assn.org/cgi/content/full/300/8/957>

Consumer Protection

- **Menu labeling laws are consumer protection laws.**
 - **disclosure of factual and uncontroversial information will promote knowledgeable consumer decision-making.**
 - **enable consumers to make decisions that will best serve their own interests, including their own interests in health and safety.**
- **Innumerable federal and state regulatory programs require the disclosure of product and other commercial information for this purpose.**



Industry Arguments

Nutritional information is available on Web sites and pamphlets







Life is full of routines and Chili's is the perfect place to come and break out of the ordinary. Along with the many favorite indulgences on the Chili's menu, our great tasting, quality food can also be part of a well-balanced diet. This comprehensive nutrition guide will provide you with the "411" on what you crave while satisfying your need for healthful meal options. Try one of Chili's long-standing "Cutless Grill" favorites for a meal that is low in fat and calories, but high in fiber and flavor. We also offer a variety of health conscious side items, including steamed broccoli, seas onal veggies, corn on the cob and black beans. Finding healthier meals for the kids on family night out is as easy as "A-B-C" with the Chili's Pepper Pals kids menu that offers our young diners grilled amirde selections with veggies and milk or juice to accompany their meal. Chili's always serves up a good time with exciting and flavorful menu items, including endless way to spice things up to meet your dietary life's yle needs every time...it's what makes Chili's "Spicafication."

CUTLESS GRILL® Listed as served

Serving Size	Calo	Fat(g)	Fat-8(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)	
Big Mouth Bun, unbuttered	1 Each	350	8	1	55	12	2	510
Whole Wheat Bun, unbuttered	1 Each	90	2	0	16	3	1	150
Black Bean Burger Patty only (without bun or toppings)	1 Patty	200	2	0	25	21	20	900
Guiltless Black Bean Burger	1 Serving	650	12	2	96	99	26	1940
Guiltless Chicken Patter	1 Serving	560	9	3	95	99	5	2790
Guiltless Chicken Sandwich	1 Serving	490	6	2	69	99	11	2720
Guiltless Salmon	1 Serving	480	14	3	31	54	10	1090
Side - Black Beans w/ Pico de Gallo	1 Serving	115	0	0	19	6	5	640
Side - Rice	1 Serving	210	2	0	45	4	1	1020
Side - Steamed Seasonal Veggies w/ Parmesan Cheese	1 Serving	60	1	1	9	4	3	110
Side - Sweet Corn on the Cob, unbuttered	1 Serving	180	2	0	55	6	3	100

The Cutless Grill® has been created to give you more choices for our healthy lifestyle with nutritional information listed on the menus.

STARTERS Listed as served unless indicated

Serving Size	Calo	Fat(g)	Fat-8(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)	
Awesome Blossom® w/ Seasoned Sauce	1 Serving	2110	203	99	194	24	15	8550
Blazin' Boneless Buffalo Wings w/ Mango Dipping Sauce	9 Each	1050	67	11	60	82	4	4700
Boneless Buffalo Wings w/ Bleu Cheese Dressing	9 Each	1170	85	15	50	51	4	4130
Boneless Shanghai Wings w/ Wasabi-Ranch Dressing	9 Each	1140	62	10	91	83	4	2650
Bottomless Tostada Chips	1 Basket	400	36	6	18	3	3	1540
Bottomless Tostada Chips w/ Hot Sauce	1 Basket	480	36	6	26	6	4	2690
Classic Nachos w/ Pico de Gallo and Sour Cream	1 Serving	1450	109	57	53	85	10	3700
Classic Nachos w/ Fajita Beef	1 Serving	1740	127	85	55	89	10	3700
Classic Nachos w/ Fajita Chicken	1 Serving	1630	112	59	55	99	12	3280
Fried Cheese w/ Marinara Sauce	9 Each	1210	89	29	82	42	3	2470
Hot Spinach & Artichoke Dip	1 Skillet	510	17	3	39	24	16	1560
Hot Spinach & Artichoke Dip w/ Tostada Chips	1 Skillet	905	36	5	74	30	21	3100
Skillet Queso	1 Skillet	870	53	99	42	35	3	2390
Skillet Queso w/ Tostada Chips	1 Skillet	1070	89	37	30	39	5	3920
Southwestern Eggrolls w/ Avocado-Ranch Dressing	3 Each	910	51	10	59	29	10	1250
Texas Cheese Fries w/ Jalapeno-Ranch Dressing	1 Skillet	2070	180	73	73	85	3	3730
Triple Dipper® - Calery & Carrot Sticks Garnish	1 Garnish	20	0	0	3	0	1	90
Triple Dipper - Blazin' BBQ Wings w/ Mango Sauce	5 Each	820	41	7	35	29	2	3060
Triple Dipper - Boneless Buffalo Wings w/ Tortilla Strips & Bleu Cheese Dressing	5 Each	760	57	10	31	29	3	2290
Triple Dipper - Chicken Crispers w/ Honey Mustard Dressing	3 Each	780	63	11	21	34	0	1890
Triple Dipper - Country Fried Chicken Crispers	3 Each	810	41	8	26	35	1	1590
Triple Dipper - Fried Cheese Option w/ Marinara Sauce	5 Each	860	50	16	34	22	1	1410
Triple Dipper - Honey Fried Chicken Crispers w/ Honey-Chipotle Sauce	3 Each	960	41	8	115	37	1.5	2430
Triple Dipper - Shanghai Wings w/ Wasabi-Ranch Dressing	5 Each	780	45	7	65	30	3	1810
Triple Dipper - Southwestern Eggrolls w/ Avocado-Ranch Dressing	2 Each	550	35	7	39	20	6	910
Triple Dipper - Hot Spinach & Artichoke Dip w/ Tostada Chips	1 Portion	830	53	17	27	11	4	2250
Wings Over Buffalo® w/ Bleu Cheese Dressing	10 Each	1340	117	28	4	89	0	2690

*Pick three of our favorite Triple Dipper. Nutrition information is calculated with Dipping Sauce/Dressing.

SOUPS Without crackers

Serving Size	Calo	Fat(g)	Fat-8(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)	
Baked Potato Soup	1 Cup	220	16	10	12	8	1	630
Baked Potato Soup	1 Bowl	440	33	20	22	16	1	1250
Broccoli Cheese Soup	1 Cup	160	9	5	12	7	2	760

SOUPS Without crackers (cont.)

Serving Size	Calo	Fat(g)	Fat-8(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)	
Broccoli Cheese Soup	1 Cup	160	9	5	12	7	2	760
Broccoli Cheese Soup	1 Bowl	320	19	9	23	13	4	1510
Chicken Enchilada Soup	1 Cup	220	14	5	11	13	2	630
Chicken Enchilada Soup	1 Bowl	440	27	10	22	26	3	1290
Chicken Noodle Soup	1 Cup	90	1	0	7	2	1	540
Chicken Noodle Soup	1 Bowl	90	2	1	14	3	2	1090
Chicken Tortilla Soup	1 Cup	140	7	3	10	8	2	940
Chicken Tortilla Soup	1 Bowl	270	14	5	19	15	4	1890
Chili - Terriusque w/ Toppings	1 Cup	180	6	4	15	12	3	720
Chili - Terriusque w/ Toppings	1 Bowl	420	18	7	36	29	6	1790
New England Clam Chowder Soup	1 Cup	470	33	17	27	17	3	970
New England Clam Chowder Soup	1 Bowl	940	65	34	54	34	6	1930
Southwestern Vegetable Soup	1 Cup	110	5	2	13	5	2	620
Southwestern Vegetable Soup	1 Bowl	220	9	3	26	9	3	1240

SALADS No dressing included unless indicated

Serving Size	Calo	Fat(g)	Fat-8(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)	
Boneless Buffalo Chicken Salad	1 Serving	910	58	13	51	44	6	820
Cesear Salad w/ Chicken & Cesear Dressing	1 Serving	1010	76	13	39	59	7	1910
Cesear Salad w/ Lime Grilled Shrimp & Cesear Dressing	1 Serving	990	77	13	39	50	6	1900
Dinner Salad - House	1 Serving	140	7	3	12	6	2	190
Dinner Salad - Cesear w/ Cesear Dressing	1 Serving	520	43	8	27	6	5	1090
Grilled Caribbean Salad	1 Serving	440	10	2	51	33	6	1410
Lettuce Wraps w/ Dipping Sauces	1 Serving	590	35	5	55	14	8	2330
Mesaquite Chicken Salad	1 Serving	900	43	16	53	53	10	2610
Quesadilla Explosion Salad w/ Ranch Drizzle	1 Serving	960	48	22	91	59	11	2410
Southwestern Cobb Salad	1 Serving	970	90	18	56	63	7	2930

DRESSINGS & SAUCES Listed as served

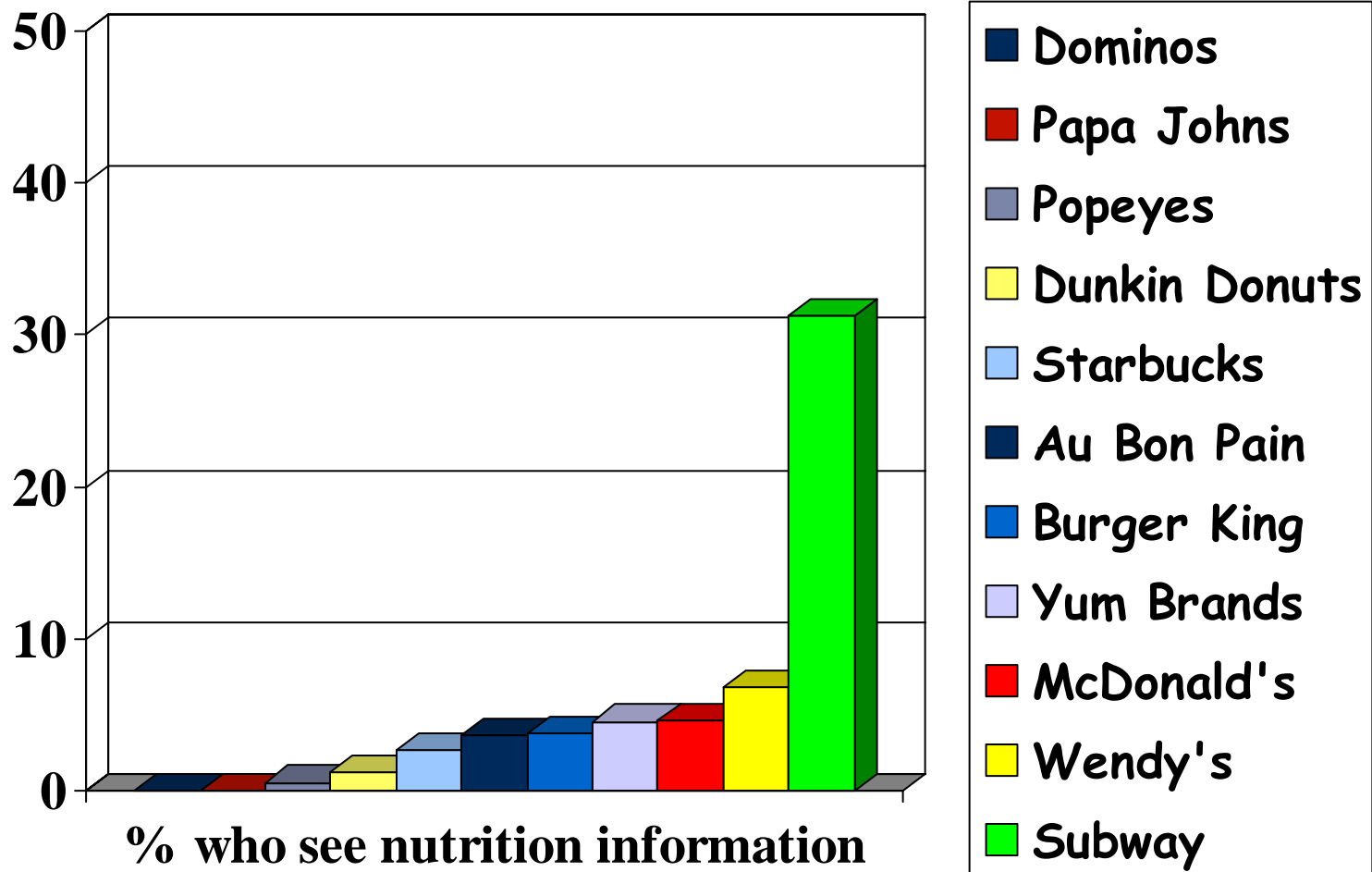
Serving Size	Calo	Fat(g)	Fat-8(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)	
Asian Sesame Ginger Dressing	2 1/2 oz	250	26	4	8	0	0	460
Avocado Ranch Dressing	2 1/2 oz	150	15	2	3	3	1	240
Awesome Blossom Sauce	2 1/2 oz	350	36	5	6	0	0	470
Balsamic Ranch Dressing	2 1/2 oz	270	27	4	4	3	0	515
Balsamic Vinaigrette Dressing	2 1/2 oz	270	27	4	4	3	0	515
Balsamic Vinaigrette Dressing, low fat	2 1/2 oz	90	0	0	8	0	0	530
BBQ Sauce	2 1/2 oz	80	0	0	16	0	1	750
Cesear Dressing	2 1/2 oz	350	37	5	5	2	0	530
Carolina BBQ Sauce	2 1/2 oz	130	0	0	31	0	5	300
Chimichurri Sauce	2 1/2 oz	250	29	3	3	1	1	470
Chipotle Ranch Dressing	2 1/2 oz	170	18	3	2	3	0	280
Citrus Balsamic Vinaigrette Dressing	2 1/2 oz	340	33	5	7	0	0	300
Creamy Cilantro Dressing	2 1/2 oz	300	32	5	2	1	0	450
Dijon BBQ Sauce	2 1/2 oz	145	0	0	35	0	0	700
Habanero BBQ Sauce	2 1/2 oz	170	0	0	39	1	1	1090
Honey Chipotle Sauce	2 1/2 oz	200	0	0	49	0	0	560
Honey Lime Dressing	2 1/2 oz	270	22	3	17	1	0	340
Honey Mustard Dressing	2 1/2 oz	260	28	4	2	1	0	510
Honey Mustard Dressing, no fat	2 1/2 oz	90	1	0	14	0	1	650
Jalapeno Ranch Sauce	2 1/2 oz	200	10	3	3	3	0	620
Mango Sauce	2 1/2 oz	170	15	24	9	2	0	160
Peanut Dipping Sauce (Lettuce Wraps)	2 1/2 oz	190	10	2	15	4	1	430
Ranch Dressing	2 1/2 oz	240	25	4	3	4	0	370
Ranch Dressing, low fat	2 1/2 oz	110	6	1	12	1	0	460
Salsa Picante Sauce	2 1/2 oz	40	0	0	4	2	1	530
Sesame-Ginger Dipping Sauce (Lettuce Wraps)	2 1/2 oz	70	0	0	11	2	1	1090
Thousand Island Dressing	2 1/2 oz	270	26	4	9	1	0	600
Wasabi-Ranch Dressing	2 1/2 oz	180	18	3	3	3	0	360

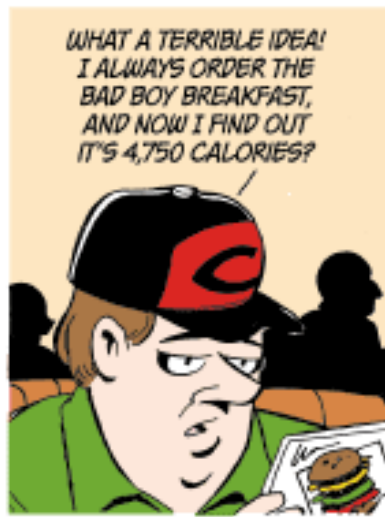
SIDES & EXTRAS

Serving Size	Calo	Fat(g)	Fat-8(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)	
Cinnamon Apples	1 Side	210	8	2	35	0	5	510
Garlic Toast	1 Piece	200	12	3	16	3	1	630
Homestyle Fries	1 Basket	520	31	4	53	5	5	260
Homestyle Fries w/ Entrée	1 Side	430	26	5	43	4	4	250
Mashed Potatoes w/ Black Pepper Gravy	1 Side	450	28	7	44	7	3	1090
Mashed Potatoes - Loaded	1 Side	500	32	11	37	15	6	970
Sautéed Mushrooms, Onions & Bell Peppers	1 Side	120	10	2	6	3	2	360



Percent who see nutrition information at chain restaurants that provide it



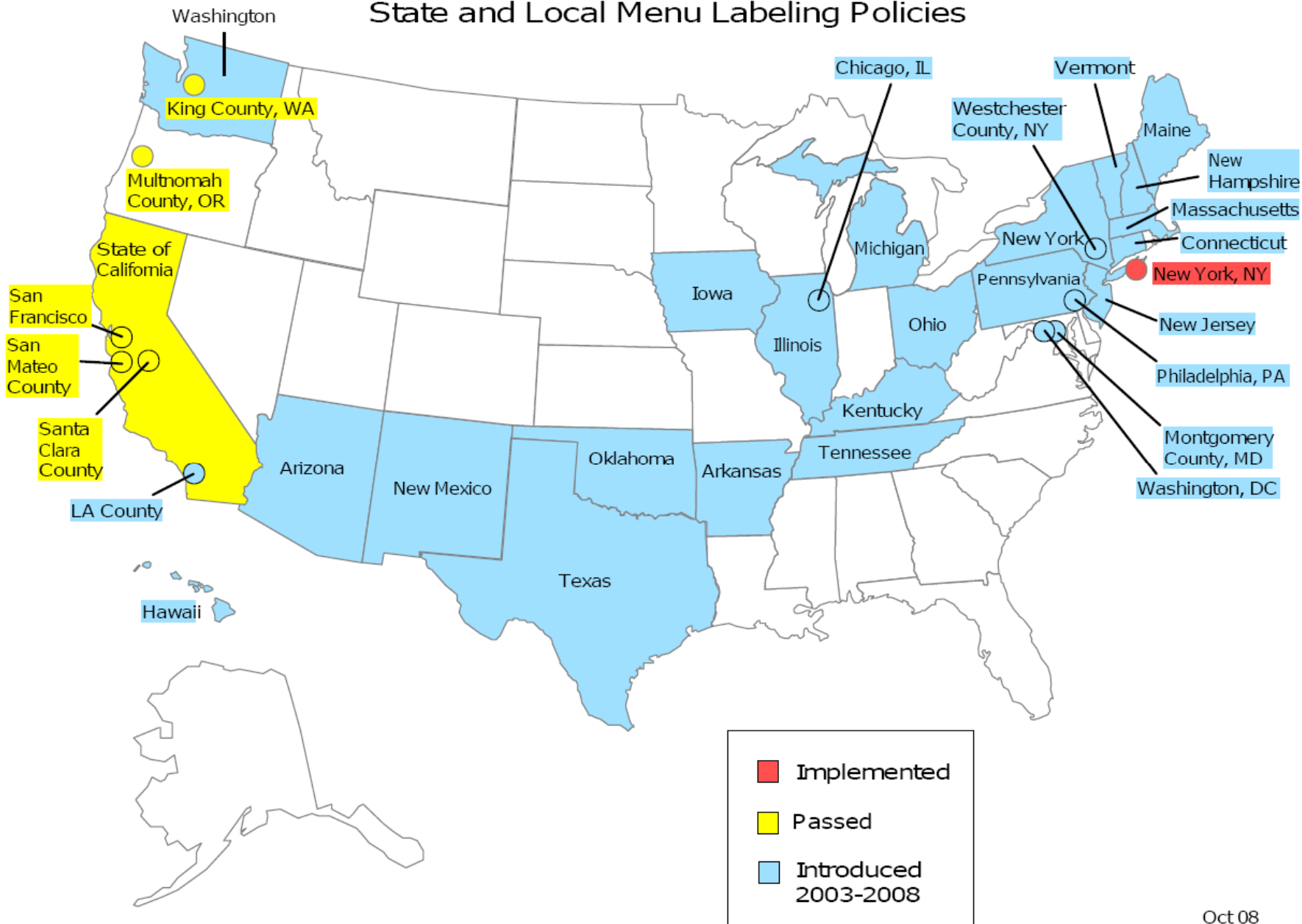


Industry Arguments

Menu labeling is a major cost burden



State and Local Menu Labeling Policies



Yum! Brands, Inc.

- **Kentucky Fried Chicken, Taco Bell, Pizza Hut, Long John Silver's and A&W All-American Food will voluntarily place product calorie information on menu boards in company-owned restaurants nationwide**
- **Franchisees will be encouraged to provide the same information on their menu boards**
- **Beginning this year and completed by January 1, 2011**

<http://www.yum.com/news/pressreleases/100108.asp>





NEW! WHY PAY MORE!

NEW! 200 cal Cheese Roll-Up
NEW! 350 cal Triple Layer Nachos
170 cal Cinnamon Twists

79¢
EACH

170 cal Crunchy Taco
200 cal Soft Taco

89¢
EACH

NEW! 460 cal Cheesy Double Beef Burrito

NEW! 420 cal Big Taste Taco
360 cal Bean Burrito
470 cal 1/2 lb. Cheesy Bean & Rice Burrito
290 cal Caramel Apple Empanada

99¢
EACH

Industry Arguments

Low nutrition literacy is a barrier to using caloric information

The Nutrition Labeling and Education Act of 1994

Nutrition Facts			
Serving Size 2 cakes (61g)			
Servings Per Container 6			
	Amount Per Serving	%DV*	
Calories	260		
Calories from Fat	110		
Total Fat	12g	18%	
Saturated Fat	3g	14%	
Trans Fat	4g		
Cholesterol	15mg	5%	
Sodium	180mg	7%	
Total Carbohydrate	39g	13%	
Dietary Fiber	1g	2%	
Sugars	30g		
Protein	1g		
Vitamin A		0%	
Vitamin C		0%	
Calcium		2%	
Iron		6%	
*Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs.			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	40g	50g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	Less than	300g	375g
Dietary Fiber		25g	30g



- **Three out of four American adults use food labels on packaged foods. Seventy-three percent say that they look at the calorie information on the Nutrition Facts Panel.**
- **Almost half (48 percent) of American adults say reading the nutrition information on food labels made them change their purchasing habits.**
- **1994 NLEA coincided with improved dietary patterns at home *and* significant product reformulations.**



- **When given nutrition information on food served in restaurants, diners are 24 to 37 percent less likely to choose high-calorie menu items.**
- **A study in New York City showed that the fast-food customers who saw calorie information displayed bought 52 fewer calories than those who didn't see the information.**



Potential labeling outcomes

- **Publishing caloric data at the point of purchase could increase awareness and change consumer purchasing decisions, leading to fewer calories consumed.**
- **Restaurants may then have a greater incentive to reformulate their menu.**

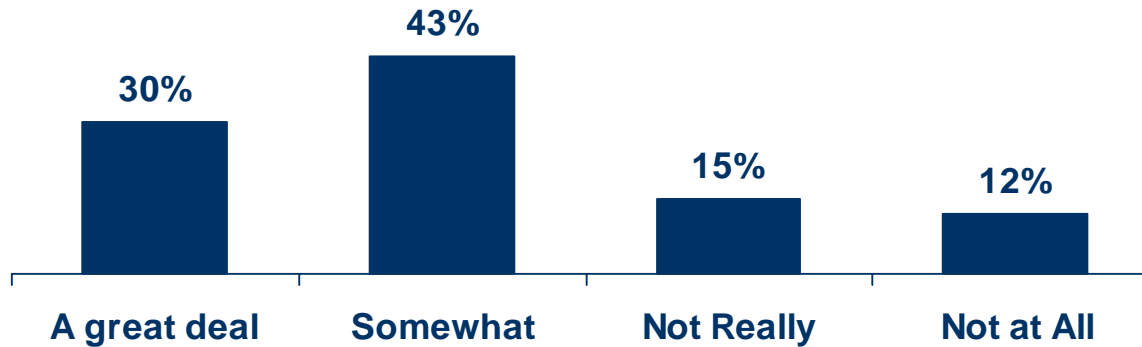
JAMA. 2008;300(4):433-435



Close to 75% of Consumers Think the Information Has Made Some Impact on Their Ordering

How much of an impact has nutrition information on menus impacted your ordering behavior?

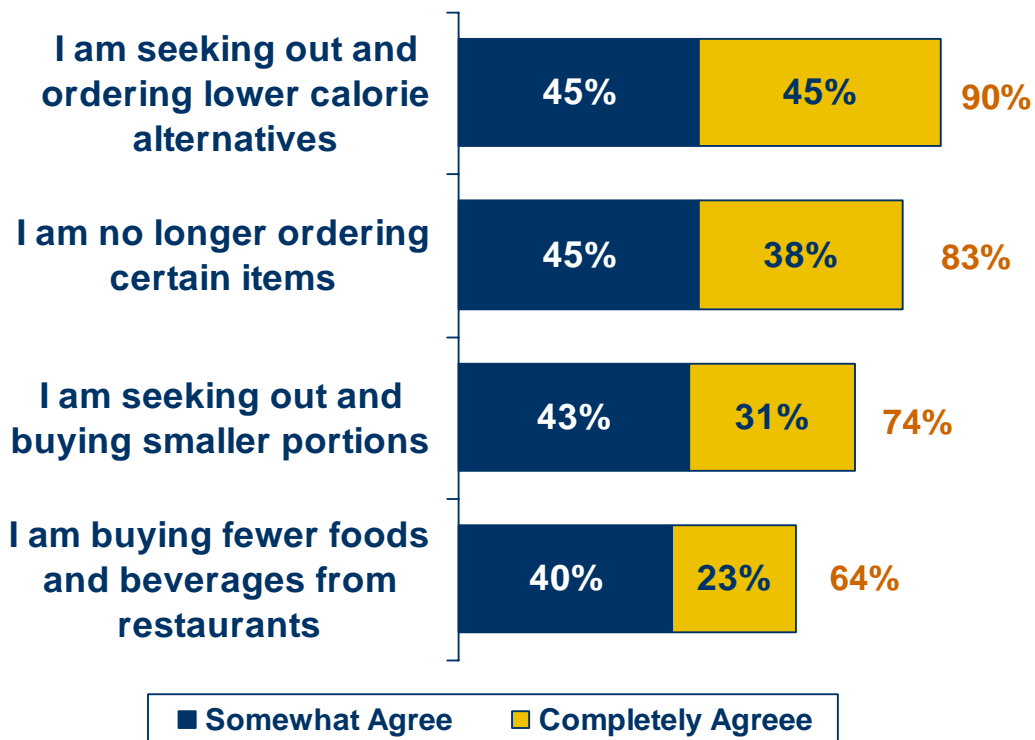
Base: Have visited restaurants that post calories = 192



Most Who Have Modified Their Ordering Behavior Seek Out Lower-Calorie Alternatives and/or are No Longer Ordering Certain Items

Please rate your agreement with the following statements

Base: Listings have made a great deal or somewhat of an impact = 161



4-point scale: Completely Agree (4) – Completely Disagree (1)

*Numbers may not add due to rounding

Preliminary Signs of Menu Reformulations...

Table 2: Examples of reformulations of chain restaurant food before (March 2007) and after (June 2008) the calorie posting requirement in New York City*

Brand and Item Name	Calories			
	March-2007	June-2008	Change	% Change
Au Bon Pain				
Hot chocolate (large)	670	600	-70	-10.4
Hot chocolate (small)	410	350	-60	-14.6
Dunkin' Donuts				
Glazed cake stick	490	360	-130	-26.5
Plain cake stick	420	310	-110	-26.2
Glazed chocolate cake stick	470	370	-100	-21.3
Plain croissant	330	270	-60	-18.2
Kentucky Fried Chicken				
Boneless fiery buffalo wings	530	420	-110	-20.8
Sweet & spicy wings	460	400	-60	-13.0
Tender roast sandwich (w/ sauce)	430	380	-50	-11.6
McDonald's				
French fries (large)	570	500	-70	-12.3
Grilled chicken ranch BLT sandwich	520	470	-50	-9.6
Starbucks				
Blueberry muffin	400	320	-80	-20.0
Crispy square	150	140	-10	-6.7
Taco Bell				
Southwest steak border bowl	690	600	-90	-13.0
Wendy's				
Chicken club	650	540	-110	-16.9
Crispy chicken sandwich	380	330	-50	-13.2
Jr cheeseburger deluxe	360	300	-60	-16.7
Jr hamburger	280	230	-50	-17.9

1. Information from online company nutritional guides accessed March 2007 and June 2008.
2. Some restaurants also launched new higher calorie products such as Wendy's Baconator (840 cal).



- **Yum Brands Inc's Long John Silver's will roll out its first non-fried fish menu items later this month.**
- **The new menu, called Freshside Grille, is lower in fat and calories than the quick-serve seafood chain's standard fare.**





Key Points

1. Chain restaurants are an important contributor to the excess caloric intake that has fueled the obesity epidemic
2. Consumers are unable to accurately estimate calories in meals
3. **Good evidence refutes common industry arguments against menu labeling in chains**



Estimated Impact of Calorie Posting Regulation in NYC

- If calorie reduction in covered FSEs is similar to Subway's reduction, over the next 5 years:
 - **at least 150,000** fewer New Yorkers would be obese, leading to
 - **at least 30,000** fewer cases of diabetes,
 - and many other health benefits



NYC
Health

ACHI

Arkansas:

**Might reduce the number of obese by
55,000 over the next five years**

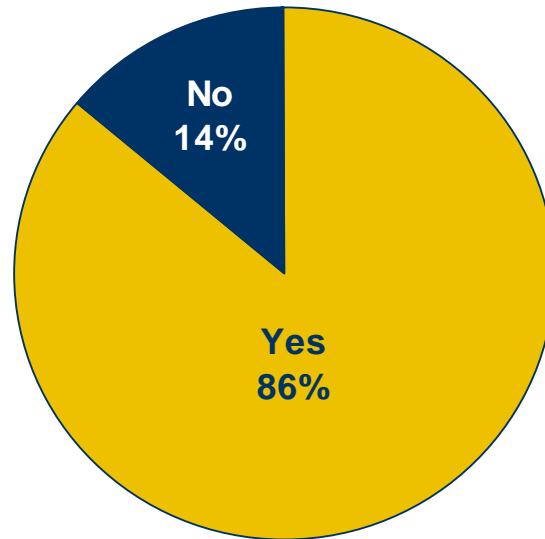
– prevent more than 11,000 cases of diabetes*

***Extrapolating from NYC estimates, assuming similar demographics and effects in Arkansas and NYC (NYC population ~8 million, Ark population ~ 3 million)**



Consumers Generally Think the Law is Positive

Do you consider this a positive move?



- ▶ Responses were consistent across demographic groups.
- ▶ Those aware of the law prior to the survey were considerably more likely to think it was positive (90% vs. 68%).

80% support menu
labeling in chain
restaurants



Links to Resources, Publications and Reports

Presentations:

Dr. Joe Thompson:
["State of the State"](#)

Russ Pate, PhD:
[Physical Activity Policy](#)

Margo Wootan:
[Nutrition Policy](#)

Rich Huddleston and Sandra Miller:
[Overview of Arkansas Programs to
Reduce Obesity Rates](#)

Dr. Arlo Kahn:
[Evidence Update](#)

[Speaker Biographies](#)

[Small Group Participants](#)

[Small Group Policy Recommendations](#)

Sign up to receive weekly updates from
[Robert Wood Johnson Foundation
Childhood Obesity News Digest](#)

Links to Related Legislation

Arkansas Leaders Gather for Obesity Policy Summit

On May 22, 2008, nearly 100 Arkansas leaders representing government, education, communities, health care, public health, insurance, media, business, philanthropy, and faith groups came together to develop recommended policies for addressing Arkansas's obesity epidemic.

Obesity is an epidemic that places a multi-billion dollar burden on Arkansas's economy, touching the lives of every citizen in one way or another. By bringing a wide spectrum of leaders to the same table, Summit organizers hope to spark the kind of cultural shift needed to reverse this multi-generational health issue.

The day began with a welcome from Governor Mike Beebe, who commented on the relationship between health and the state's economy and stressed the importance of highlighting economic benefits when seeking legislative support.

Prior to participating in small work groups ([click here for a list of small group participants](#)), Summit attendees were provided with a comprehensive overview to guide them in policy development deliberations. Presentations included:

(Please note, presentations are Microsoft PowerPoint files and may take a few minutes to load).



- ["State of the State" presentation](#) by [Joe Thompson, MD, MPH](#), ACHI Director and Surgeon General for the State of Arkansas.
- [Physical Activity Policy](#), by [Russ Pate, PhD](#), Associate Vice President for Health Sciences and Professor in the Dept. of Exercise Science in the Arnold School of Public Health at the University of South Carolina.
- [Nutrition Policy](#), by [Margo Wootan, PhD](#), Director of Nutrition Policy at the Washington, DC Center for Science in the Public Interest.
- [Overview of Arkansas Programs to Reduce Obesity Rates](#), by Rich Huddleston, Executive Director of Arkansas Advocates for Children and Families and Sandra Miller, Owner of ComMetrics, Inc.

Arkansas Obesity Policy Summit

May 2008

- 2 of 10 policy recommendations were for menu labeling



Key Points

1. Chain restaurants are an important contributor to the excess caloric intake that has fueled the obesity epidemic
2. Consumers are unable to accurately estimate calories in meals
3. Good evidence refutes common industry arguments against menu labeling in chains
4. **There is strong public support for calorie labeling on menus in chain restaurants**



Potential Routes to Calorie Labeling in Arkansas

- **State Legislation**
- **State Rules and Regulations**
- **Federal Legislation**



Federal Legislation Introduced

LEAN Act (Industry Bill)

- **S 3575 Carper (D-DE)**
- **allows nutrition information to be provided in formats other than on menus**
- **other problems with the bill language (such as how information is determined, enforcement, etc.)**
- **immediately preempts all state and local menu labeling bills, many of which are stronger policies**

<http://thomas.loc.gov/cgi-bin/query/z?c110:S.3575:>



MEAL Act

- S 2784 (Harkin) and HR 3895 (DeLauro)**
- Would require menu labeling at chain restaurants**

<http://thomas.loc.gov/cgi-bin/query/D?c110:1:./temp/~c110Ze5F15::>





Office of Nutrition, Labeling, and Dietary Supplements

April 2008

Guidance for Industry

A Labeling Guide for Restaurants and Other Retail Establishments Selling Away-From-Home Foods

*Additional copies are available from:
Office of Nutrition, Labeling, and Dietary Supplements
HFS-800*

*Center for Food Safety and Applied Nutrition
Food and Drug Administration
5100 Paint Branch Parkway
College Park, MD 20740
(Tel) 301-436-2373*

<http://www.cfsan.fda.gov/guidance.html>

<http://www.cfsan.fda.gov/~dms/labrguid.html>

Grass Roots Support is Critical



The screenshot shows the CSPI website for Menu Labeling. At the top, there is a banner with the text "You Have the Right to Know" and "Menu Labeling" in large green letters. To the right of the banner are logos for various fast-food chains: au bon pain, Popeyes, KFC, Subway, Dunkin' Donuts, Starbucks, Burger King, and McDonald's. Below the banner is the text "CENTER FOR SCIENCE IN THE PUBLIC INTEREST".

Help Bring Menu Labeling to Your State

Resources/Background

Handouts

Supporters of Menu Labeling

Why Menu Labeling?

Laws and Regulations
2005-2006 Bills
2003-2004 Bills

Model Legislation Model Regulations

Join Us

Circulate Petitions

Though Americans eat out more than ever before, few restaurants provide nutrition information at the point of ordering. As a result, we often get more calories, fat, and salt than we realize. Without clear, easy-to-use nutrition information at the point of ordering, it's difficult to make informed choices at restaurants. Few people would guess that a small milkshake has more calories than a Big Mac or that a tuna sandwich from a typical deli contains twice as many calories as the roast beef with mustard.

More than twenty states and localities are considering policies that would require fast-food and other chain restaurants to provide

IN THE NEWS

Yum! Brands Praised for Adding Calorie Counts to KFC, Pizza Hut, and Taco Bell Menu Boards (10/01/2008)

California First State in Nation to Pass Menu Labeling Law (09/30/2008)

Obesity on the Kids' Menus at Top Chains (08/04/2008)

With Calories Hard to Guess, Washington Voters Want Answers on Menus (04/17/2008)

Judge Unholds NYC Law Requiring

<http://www.cspinet.org/menulabeling/>

Conclusions

- 1. Chain restaurants are an important contributor to the excess caloric intake that has fueled the obesity epidemic**
- 2. Consumers are unable to accurately estimate calories in meals**
- 3. Good evidence refutes common industry arguments against menu labeling in chains**
- 4. There is strong public support for calorie labeling on menus in chain restaurants**
- 5. Arkansas should implement calorie labeling on menus in chain restaurants**

