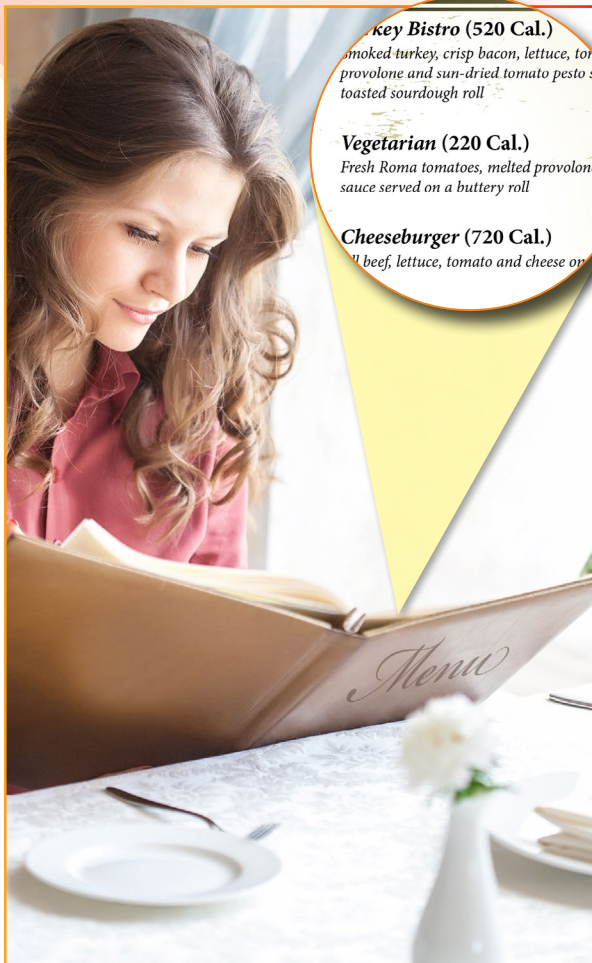


FOOD FACTS

From the U.S. Food and Drug Administration

Calorie Labeling on Restaurant Menus and Vending Machines

What You Need To Know



Calorie labeling on restaurant menus and vending machines can help you make informed and healthful decisions about meals and snacks.

In today's busy world, Americans are eating and drinking about one-third of their calories **away from home**. Although consumers can find calories and other nutrition information on the Nutrition Facts Label on packaged foods and beverages they buy in stores, this type of labeling is generally not available in restaurants or visible on food from vending machines.

That's why the U.S. Food and Drug Administration's (FDA's) new regulations requiring **calorie information on restaurant menus and menu boards and on vending machines** will be especially helpful for consumers.

What You'll See

Some states, localities, and large restaurant chains were already doing their own forms of menu labeling, but this information was not consistent across the areas where it was implemented.

Calorie information will now be required on **menus and menu boards** in chain restaurants (and other places selling restaurant-type food) and on certain **vending machines**. This new calorie labeling will be consistent **nationwide** and will provide easy-to-understand nutrition information in a direct and accessible manner.

You'll see calorie labeling on restaurant menus and menu boards and on vending machines by **December 1, 2016**.

FOOD FACTS

Where You'll Find It

At Restaurants:

Calorie labeling is required for restaurants and similar retail food establishments that are part of a chain of **20 or more locations**.

For standard menu items, calories will be listed clearly and prominently on menus and menu boards, **next to the name or price** of the food or beverage. For self-service foods, such as served from buffets and salad bars, calories will be shown **on signs that are near the foods**. Calories *are not* required to be listed for condiments, daily specials, custom orders, or temporary/seasonal menu items.



menus



menu boards



self-service foods

display case

Frosted Chocolate Cupcake
240 Cal./cupcake



On Vending Machines:

Calorie labeling is required for vending machine operators who own or operate **20 or more vending machines**.

Calories will be shown **on a sign (such as on a small placard, sticker, or poster) or on electronic or digital displays near the food item or selection button** on vending machines and "bulk" vending machines (for example, gumball machines and mixed nut machines), unless calories are already visible on the actual food packages before purchase.

Did You Know?

In addition to calorie information, restaurants are also required to provide **written nutrition information** on their menu items, including total fat, calories from fat, saturated fat, *trans* fat, cholesterol, sodium, total carbohydrates, dietary fiber, sugars, and protein. You may see this information on posters, tray liners, signs, counter cards, handouts, booklets, computers, or kiosks. So, when eating out, don't hesitate to ask for nutrition information!

Calories on the Menu: A Closer look

Calorie Information: Check the Menu!

It Will Be On ...

- Meals or snacks from sit-down and fast-food restaurants, bakeries, coffee shops, and ice cream stores
- Foods purchased at drive-through windows
- Take-out and delivery foods, such as pizza
- Foods, such as sandwiches, ordered from a menu or menu board at a grocery/convenience store or delicatessen
- Foods that you serve yourself from a salad or hot-food bar at a restaurant or grocery store
- Foods, such as popcorn, purchased at a movie theater or amusement park
- Alcoholic drinks, such as cocktails, when they are listed on menus

It Won't Be On ...

- Foods sold at deli counters and typically intended for more than one person
- Foods purchased in bulk in grocery stores, such as loaves of bread from the bakery section
- Bottles of liquor displayed behind a bar
- Food in transportation vehicles, such as food trucks, airplanes, and trains
- Food on menus in elementary, middle, and high schools that are part of U.S. Department of Agriculture's National School Lunch Program (although vending machines in these locations are covered)

Understanding Multiple Options

For menu items that are offered in *different flavors or varieties* (such as ice cream or doughnuts), here's how calories will be listed:

- If there are only **two choices** available (for example, vanilla and chocolate ice cream), both calorie amounts will be listed and separated by a slash (such as 150/300 calories).
- If there are **more than two choices** (for example, vanilla, chocolate, and strawberry ice cream), the different calorie amounts will be presented in a range (such as 150-300 calories).

For *combination meals*, which have more than one food item, here's how calories will be listed:

- If there are only **two choices** available (for example, a sandwich with chips or a side salad), both calorie amounts will be listed and separated by a slash (such as 350/450 calories).
- If there are **three or more choices** (for example, a sandwich with chips, a side salad, or fruit), the calories will be presented in a range (such as 450-700 calories).

This image is meant to serve as an illustration of how nutrition labeling may be provided under the new requirements.

Item	Price	Calorie Range
TACOS		
Beef Tacos (Soft or Hard Shell)	5.50	Cal. 580 / 620
Chicken Tacos (Soft or Hard Shell)	7.00	Cal. 730 / 770
Fried Fish Tacos (Soft or Hard Shell)	7.00	Cal. 620 / 660
Shrimp Tacos (Soft or Hard Shell)	9.00	Cal. 680 / 720
ENCHILADAS		
Platters have 2 enchiladas and served with your choice of 2 sides		
Cheese Enchilada	6.50	Cal. 640 - 1000
Chicken Enchilada	7.95	Cal. 600 - 960
Beef Enchilada	7.95	Cal. 700 - 1040
Beef and Chicken Enchilada	7.95	Cal. 650 - 1010
SIDES		
Black Beans	1.99	Cal. 120
Refried Beans	1.99	Cal. 260
Mexican Rice	1.99	Cal. 100
Guacamole	1.99	Cal. 80
Sweet Corn Cake	1.00	Cal. 240
Side Salad w/ Dressing	2.99	Cal. 110 - 260
DRINKS		
Try one of our Fresh Homemade Margaritas		
House Style Margarita	7.99	Cal. 600
Cadillac Margarita	10.00	Cal. 729

Cal. 580 / 620
Cal. 730 / 770
Cal. 620 / 660
Cal. 680 / 720

Cal. 640 - 1000
Cal. 600 - 960
Cal. 700 - 1060
Cal. 650 - 1010

Putting Calories “In Context”

To help consumers better understand the new calorie listings in the context of a **total daily diet**, FDA is also requiring restaurants to include a statement on menus and menu boards reminding consumers that “2,000 calories a day is used for general nutrition advice, but calorie needs vary.”

For menus and menu boards targeted to **children**, FDA is also permitting the statement “1,200 to 1,400 calories a day is used for general nutrition advice for children ages 4 to 8 years and 1,400 to 2,000 calories a day for children ages 9 to 13 years, but calorie needs vary.”

As you may know, the **Nutrition Facts Label** on packaged foods and beverages uses 2,000 calories as a reference amount for some daily values. However, not *everyone* should consume 2,000 calories per day. In fact, your calorie needs may be higher or lower and will depend on your age, gender, and physical activity level. To determine your personal calorie needs, visit <http://www.choosemyplate.gov>.

Why Are Calories Important?

Calories are important in managing your weight. Whether you are trying to lose, gain, or maintain weight, the key is to balance the number of calories you *consume* with the number of calories your body *uses* (“burns”). Consuming too many calories can contribute to a variety of health issues, such as obesity and chronic diseases like cardiovascular disease and type 2 diabetes.

Follow this simple tip to size up calories when comparing and choosing individual menu and vending machine items:

- 100 calories per serving is MODERATE
- 400 calories per serving is HIGH

Calorie Conscious?

Tips For Using the New Information

- **Know your calorie needs.** Visit <http://www.choosemyplate.gov> to determine your personal daily calorie limit.
- **Compare foods.** Check posted calorie counts or check calorie counts online *before* you eat at a restaurant and choose lower calorie options.
- **Choose smaller portions.** When possible, pick a smaller portion size, such as small French fries instead of large, or an appetizer instead of a full-sized entrée.
- **Manage larger portions.** Split an entrée with a dinner companion or take home part of your meal.
- **Limit add-ons.** Ask for syrups, dressings, and sauces to be served “on the side,” then use less.
- **Choose healthy options.** Pick dishes that include more fruits, vegetables, and whole grains and limit foods described with words like creamy, fried, breaded, battered, or buttered (these are typically higher in calories).
- **Watch beverages.** Whenever possible, choose water, fat-free (skim) or low-fat (1%) milk, 100% fruit juice, or *unsweetened* tea or coffee instead of sugar-sweetened beverages such as regular soda, sports drinks, energy drinks, and fruit drinks.

