

MENU LABELING

What You Need to Know

For Starters

While the draft of the new menu labeling guidelines provides instruction on how to make nutrition information available to consumers, it doesn't offer guidance as to the right way to integrate these changes for your brand. As consumers and regulators demand more information, now is the time for you as foodservice operators to take a broader look at and/or develop an overall nutrition strategy that can benefit your brand and your guests.

So, what are the next steps for owners and operators? By understanding key elements of the pending law and taking steps to incorporate them into your overall brand objectives, your organization can work with the new menu labeling guidelines to create a beneficial dialogue between stores and customers.

Chef's Specials

Who is affected?

Based on FDA's draft guidelines, establishments marketed as "restaurant," which operate 20 or more national units, will be affected by the new regulations. These establishments may also include grocery stores and convenience stores, but that is still to be determined. Contract foodservice operators, movie theaters and sports stadiums do not appear to be affected by these regulations.

Served All Day

What is the timeline?

The regulations are currently scheduled to be enforced in 2012.



Main Course

What, where and how is nutritional information declared?

Nutritional information must be included on menus and menu boards. To adhere to the guidelines, remember these requirements:

- Caloric information must be next to menu item name
- The size and font of calorie numbers must be similar to the name or price of the menu item, whichever is smaller
- Calorie numbers must be labeled as "calories" or "cal."
- Caloric information must be communicated on all "menus," including online and carry-out/to-go menus
- Calories must be printed on the menu and must be accompanied by the following statement: "A 2,000 calorie diet is used as the basis for general nutrition advice; however, individual calorie needs may vary."
- Additional nutritional information for 10 key nutrients must be available upon demand and can be provided in print or through use of a digital solution.

SAVORY STEAK

FILET MIGNON

900 Calories

One filet mignon with bleu cheese served with a side salad. **24.99**

Example of Menu Item With Calorie Labeling

Just Desserts

How will this be monitored?

The FDA has not yet determined who will be on point for monitoring menu labeling compliance. Compliance standards are detailed in the draft regulations, which provide some guidelines for margin of error.

Each menu item's caloric information is considered "compliant" if it is within +/- 20 percent of the range printed on the menu. While this range matches that of packaged goods, the NRA is currently pushing for additional flexibility.

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What You Need to Do

For Starters

As consumers and legislators continue to become more engaged in nutrition, organizations must begin to develop effective nutritional strategies that blend compliance with brand strategy. A successful nutritional strategy can contribute to:

- Neutral to positive impact to traffic and profit
- Smooth transition at the restaurant level
- Satisfied franchise community and company managers
- Neutral to positive media coverage

Made to Order

How do I prepare for menu labeling?

- Establish a broad nutrition strategy. The strategies need not only comply with the new regulations, but can also incorporate menu development, training, guest communications and emerging nutrition issues.
- Identify the leader for the initiative in your organization. While key team members are often marketing, operations, culinary, training and communications, leadership appointments will vary based on a number of factors within the individual organization.
- Leverage insights and resources from product vendors. Suppliers are aware of pending menu labeling and likely have opportunities for product improvements that better align your menu to your nutrition strategy.

The Menu Labeling Team

To implement healthier menu solutions and communicate them to customers, all members of the organization's team must be included during this transition. Each team member plays an important role in this exercise to ensure the organization not only follows the guidelines, but maximizes the opportunity.

Team	Roles
Leadership	Monitor regulations and identify emerging nutrition opportunities
Operations	Integrate nutritional training
Field Franchises	Integrate nutritional training
Training	Develop and integrate nutritional training
Marketing	Develop brand-appropriate nutritional and allergen information Communicate healthy options for guests
Culinary	Create healthy options for guests
Legal	Review materials and provide counsel
Producers and Suppliers	Ensure broad release of nutritional and allergen information

Served All Day

Timelines

As the regulatory process continues to move forward, organizations can develop timelines specific to their objectives. Companies can follow these five phases to prepare for implementation of the regulations.

- **Audit:** Identify nutritional data, opportunities for menu updates/changes
- **Strategy and Plan:** Develop a strategy that integrates current regulations with the objectives of your organization and brand
- **Resourcing and Development:** Make changes to current menu development, sources
- **Internal and External Communications:** Communicate strategy and plan to internal and external stakeholders
- **Implementation:** Roll out plan and execute strategy prior to the regulations enforcement period



Healthier Fare

Menu Labeling and Omega-9 Oils

The menu labeling regulations are an opportunity to develop innovative, healthier menu solutions for customers. Omega-9 Oils are the oil solution for foodservice operators. With zero trans fat, the lowest saturated fat and high monounsaturated fats, operators can introduce healthier options into menus without compromising the taste customers expect.