

CONSUMER ADVISORY

A Consumer Advisory must consist of both a DISCLOSURE and a REMINDER

The disclosure and reminder statements must be present in the same location and accessible to the consumer when ordering without asking, using brochures, deli case or menu advisories, label statements, table tents, placards, or other effective written means.

DISCLOSURE - discloses which animal-derived foods are served raw or undercooked. The disclosure requirement can be met by asterisking applicable foods with a footnote, or by indicating applicable foods in the food's description:

- A description of the animal-derived foods, such as "oysters on the half shell (raw oysters)," "raw-egg Caesar salad," and "hamburgers (can be cooked to order)", or
- Identification of the animal-derived foods by asterisking them to a footnote that states that the items are served raw or undercooked, or contain (or may contain) raw or undercooked ingredients.

REMINDER - reminds the consumer of the risks associated with eating raw or undercooked animal-derived foods. The reminder shall include asterisking the animal-derived foods requiring disclosure to a footnote that states (choose one):

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

Examples of food types that would require a Consumer Advisory:

Raw or Rare Meat

- * Hamburgers cooked "medium, medium rare, rare"
- * Steak tartare
- * Beef steak cooked "medium, medium rare, rare" *IF* not whole-muscle-intact beef

Raw Eggs

- * Dressing or sauces such as Hollandaise or Caesar
- * Soft cooked eggs
- * Mayo "from scratch"
- * Some Puddings, eggnogs, and custards

Raw Fish

- * Sushi
- * Ceviche



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There are several **DISCLOSURE** and **REMINDER** combinations that can be used. The example shown below is only one of the options

Burgers

*Classic Burger**

100% black angus beef topped with lettuce, tomato, and onions

*Burger Royale**

100% black angus beef topped with a fried egg

Turkey Burger

Topped with onions and garlic mayo

Entrees

*Spicy Salmon Roll**

8 pieces of fresh salmon sushi roll topped with dragon sauce

*Oysters**

served on half shell

Animal-derived Foods that can be Ordered raw or Undercooked are Indicated with an Asterisk-this is a **DISCLOSURE**

An asterisk directs Consumers to a Footnote as the Bottom of the page That advises the Consumer of the Risks of consuming Raw or undercooked Foods-this is a **REMINDER**

**These items may be served raw or undercooked, or contain raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.*