## Menu Labeling: Low-cost opportunity to address nutrition and obesity

CENTER FOR Science IN THE Public Interest

The nonprofit publisher of
Nutrition Action Healthletter


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## Which item at Pizza Hut has the fewest calories?

a. 3 cheese breadsticks
b. 2 slices of apple dessert pizza
c. A Personal Pan Pizza with pepperoni
d. 2 slices of large Pepperoni Pan Pizza

2 slices of apple dessert pizza have the fewest calories
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# 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 calo

## Dietitians' estimates of the calorie content of popular restaurant foods

| food item | average calorie | actual calorie | percent |
| :---: | :---: | :---: | :---: |
|  | estimate | content | difference |
| 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 |

## Restaurant foods

Appetizers
Buffalo Wings (12) w/ DressingStuffed Potato Skins (8)
Cheese Fries (4 c) w/ Dressing
Entrees
French Toast w/ Syrup \& Margarine
Caesar Salad w/Chicken
Spaghetti with Meatballs
Fresh Chicken and Broccoli Pasta
Meals
Chicken Ranch Sandwich \& FriesBK Double Whopper w/ CheeseKing Size Value MealFried Seafood Platter
Sweets
Cinnabon (1) 730 ..... 14
Fudge Brownie Sundae 1,130 ..... 30
Cheesecake Factory Carrot Cake (1 s) 1,560 ..... 23

## Nutritional Quality of Restaurant Foods Vary Widely

Starbucks, grande Cappuccino, nonfat White Chocolate Mocha, whole \& whip Skinny Caramel Latte Vanilla Latte, whole Light Caramel Frappuccino Caramel Frappuccino, whip
$\frac{\text { Calories }}{80}$
500
130
280
160
380

Sat Fat (g)


## Shrimp Key West cal. 370

Two shewers of plump shrimp are dusted with Cajun spices, then fire-giled and seasoned with a zesty lime splash. We serve the shrimp with steaning broccolif florets for a main course that's big on flavor! $\$ 22.99$

Fish \& Chips cal. 1010
Served with fries and tartar sauce. $\$ 19.99$

## Grilled Cedar Salmon cal. 690

Our own cedar smoke seasoning brings memorable flavor to a firegrilled 7 -oz. salmon fillet, colorfully complemented by sawory rice and vegetables. $\$ 22.99$

## Honey Pecan Salmon cal. 830

We top a fire-grilled, cedar smoke-seasoned $7-02$. salmon fillet with pecan honey butter, then add a spoonful of glazed pecans and serve it with savory rice and vegetables. A savory and sweet medley of mouthwatering flavors and textures. $\$ 22.99$

## Al's Fish Tacos cal. 840

Three flour tortillas filled with crispy nacho-cr lettuce, corn salsa and creamy lemon dill ren a side of tortilla chips and salsa. $\$ 19.59$
-CONSUMING RAW OR UNDERCOOKED MEATS, PO OR EGGS MAY INCREASE YOUR RISK OF FOODBO YOH HMME CERTAIN MEDICAI CONDITIONS. THIS I


## Portion sizes


7-Eleven
Double Gulp

Can

8 cups ( 64 oz. )

600 calories
1 1/2 c. (12 oz.)

140 calories

Steak House serving (Porterhouse)

About 1.25 lb., cooked (20 oz.)

1,100 calories

Dinner House serving (Sirloin)

About 1/2 lb., cooked (7 oz.)

410 calories

100 calories
Official serving 1 cup (8 0z.)

Official serving (Sirloin)

About 1/5 lb, cooked (3 oz.)

220 calories

Restaurant serving
1/4 lb. (4 oz.)
430 calories

Official serving
1/8 lb. (2 oz.)
190 calories


## Cinnabon

| Minibon | $\$ 2.01$ | 300 |
| :--- | :--- | :--- |
| Classic Cinnabon | $\$ 2.49$ | 670 |

7 Eleven

| Gulp | $\$ .89$ | 150 |
| :--- | ---: | ---: |
| Double gulp | $\$ 1.26$ | 600 |

Theater Popcorn
Small
Medium

| $\$ 3.13$ | 400 |
| :--- | :--- |
| $\$ 3.84$ | 900 |

Wendy's
Classic Double w/ Cheese
Combo Meal
\$3.32
\$5.28

760
1,540

From Wallet to Waistline, June 2002

Figure 2
Labor Took Biggegt Chunk of Food Dollar in 2000


Soute USDA's Eonomic Research Service:

## Eating out linked to obesity



## Away-from-Home Food Consumption Has Doubled



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


Calories Consumed
1978


Unknown Zone



Unknown Zone

## 10 0 ज Finest

6" $\frac{\mathrm{Cab}}{\text { sub/wrap }}$

Subs From The Oven!
560 Meatball Marinara $\mathbf{2 . 9 9}$

450 Italian B.M.T. $\mathbf{3 . 6 9}$
480 Spicy Italian $\mathbf{3 . 2 9}$
400 Steak \& Cheese $\mathbf{4 . 2 9}$
380 Subway Melt ${ }^{\oplus} \quad \mathbf{3 . 6 9}$
580 Chicken \& Bacon Ranch $\mathbf{3 . 6 9}$
Hungrier? Make it a FOOTLONG!


Menu Board in NYC


## State and local menu labeling policies

- Only chains: 10-20 outlets
- Standard menu items - not custom orders. specials
- Calories, sat + trans fat, sodium on menus
- Calories on menu boards \& food tags
- Is feasible; allows for reasonable variation
- Cost is modest


BREAKFAST WRAPS SPINACH FETA WRAP $\$ 3.25$ WITH EGG \& ROASTED TOMATO 240 CALORIES
BACON AVOCADO WRAP $\$ 3.25$ WITH EGG \& AGED CHEDDAR CHEESE
380 CALORIES




## Sandwiches

| Hamburger | $\begin{gathered} 3.5 \mathrm{oz} \\ (100 \mathrm{~g}) \end{gathered}$ | 250 | 80 | 9 | 13 | 3.5 | 16 | 0.5 | 25 | 9 | 520 | 22 | 31 | 10 | 2 | 6 | 6 | 12 | 0 | 2 | 10 | 15 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cheeseburger | $\begin{gathered} 4 \mathrm{oz} \\ (114 \mathrm{~g}) \end{gathered}$ | 300 | 110 | 12 | 19 | 6 | 28 | 0.5 | 40 | 13 | 750 | 31 | 33 | 11 | 2 | 7 | 6 | 15 | 6 | 2 | 20 | 15 |
| Double Cheeseburger | $\begin{gathered} 5.8 \mathrm{oz} \\ (185 \mathrm{~g}) \end{gathered}$ | 440 | 210 | 23 | 35 | 11 | 54 | 1.5 | 80 | 28 | 1150 | 48 | 34 | 11 | 2 | 8 | 7 | 25 | 10 | 2 | 25 | 20 |
| Quarter Pounder(0) | $\begin{gathered} 6 \mathrm{oz} \\ (169 \mathrm{~g}) \end{gathered}$ | 410 | 170 | 19 | 29 | 7 | 37 | 1 | 65 | 22 | 730 | 30 | 37 | 12 | 2 | 10 | 8 | 24 | 2 | 4 | 15 | 20 |
| Quarter <br> Poundere with Cheese+ | $\begin{gathered} 7 \mathrm{oz} \\ (198 \mathrm{~g}) \end{gathered}$ | 510 | 230 | 26 | 40 | 12 | 61 | 1.5 | 90 | 31 | 1190 | 50 | 40 | 13 | 3 | 11 | 9 | 29 | 10 | 4 | 30 | 25 |
| Double Quarter Pounder(0 with Cheese++ | $\begin{gathered} 9.8 \mathrm{oz} \\ (279 \mathrm{~g}) \end{gathered}$ | 740 | 380 | 42 | 65 | 19 | 96 | 2.5 | 155 | 52 | 1380 | 57 | 40 | 13 | 3 | 11 | 9 | 48 | 10 | 4 | 30 | 35 |
| Big Maces | $\begin{gathered} 7.5 \mathrm{oz} \\ (214 \mathrm{~g}) \end{gathered}$ | 540 | 260 | 29 | 45 | 10 | 51 | 1.5 | 75 | 25 | 1040 | 43 | 45 | 15 | 3 | 13 | 9 | 25 | 6 | 2 | 25 | 25 |
| Big ${ }^{\text {N Tasty }}$ - | $\begin{gathered} 7.2 \mathrm{oz} \\ (206 \mathrm{~g}) \end{gathered}$ | 460 | 220 | 24 | 37 | 8 | 42 | 1.5 | 70 | 23 | 720 | 30 | 37 | 12 | 3 | 11 | 8 | 24 | 6 | 8 | 15 | 25 |
| Big N Tasty ${ }^{\text {© }}$ with Cheese | $\begin{gathered} 7.7 \mathrm{oz} \\ (220 \mathrm{~g}) \end{gathered}$ | 510 | 250 | 28 | 43 | 11 | 54 | 1.5 | 85 | 28 | 980 | 40 | 38 | 13 | 3 | 12 | 8 | 27 | 10 | 8 | 20 | 25 |
| Filet-O-Fish ${ }^{\text {© }}$ | $\begin{gathered} 5.1 \mathrm{oz} \\ (143 \mathrm{~g}) \end{gathered}$ | 380 | 160 | 18 | 28 | 4 | 20 | 1 | 35 | 12 | 680 | 28 | 38 | 13 | 2 | 8 | 5 | 15 | 2 | 0 | 15 | 10 |

## Internet

|  | MEAL Act (Harkin/ DeLauro) | LEAN Act (Restaurant industry bill) |
| :---: | :---: | :---: |
| Customers will see nutrition information | YES <br> Information on menus and menu boards where everyone will see it | NO <br> Information in multiple formats; harder to find and see |
| Establishes meaningful obesity prevention policy | YES <br> Guarantees consumers will see information when placing order | NO <br> People less likely to see information provided |
| Retains state and local authority | YES <br> Sets a floor not a ceiling for state and local policies | NO <br> Nullifies existing policies; preempts future state and local policies |
| Affordable to chain restaurants and state and local government | Cost of nutrition analysis Restaurants regularly chang | ftware is affordable menus and menu boards |
| Supported by major health organizations | YES <br> Am. College of Preventive Medicine American Public Health Association Association of State/Territorial PH Nutrition Directors Center for Science in Public Interest 65 other organizations | NO |

## Information out the Window: Menu labeling at the drive-thru



- Drive-thrus = 65\% of fast-food business
- Is increasing
- What is convenient for restaurants, might not be useful for customers


## NYC Drive-thru Menu



## A menu item is a serving




## 80\% support menu labeling in chain restaurants



## Nutrition Labeling and <br> Education Act

|  |  |  |
| :--- | :--- | :--- |



## Anyone's Guess

The Need for Nutrition Labeling at Fast-Food and Other Chain Restaurants

?



Report at: www.cspinet.org



HOT TOPICS
Video: Dr. Margo Wootan explains how menu labeling informs dining-out
 choices.

New York Times Blog: Readers comment on calorie labeling

WHAT'S NEW
Menu Labeling Urged for Montgomery Co, Md., and DC

In Seattle, Menu Labeling Is "In," Trans Fat is "Out"

Subway First to List Calories on Menu Boards in Country

More than twenty states, cities and counties are considering legislation and regulations that would require fast food and other chain restaurants to provide calories and other nutrition information on menus and menu boards. Contact us for help implementing a policy in your area: nutritionpolicy@cspinet.org.

## Subway added helpful calorie information to its menu boards.

See model menus that could be used at Starbucks, McDonald's,
Haagen Dazs, Dunkin' Donuts, Auntie Anne's, and Wendy's.


Photo of actual menu board inside a New York City Subway restaurant, 2007.

## OPINION



## Support Menu Labeling in ME

- Contact state legislators
- Letters, emails
- Phone calls
- Meetings

- Get your organization to support menu labeling
- Assign lobbyist to work issue
- Activate organization members to contact policy makers
- Press releases, interviews, letters to the editor, op eds

