

CONSUMER ADVISORY GUIDELINES

When meats, fish, shellfish, or eggs (i.e. over easy) are served/sold raw or under-cooked, the establishment must inform consumers of the increased risk of food-borne illness by means of a Disclosure **AND** Reminder through use of one or more of following:

1. Brochures
2. Deli case advisories
3. Menu advisories
4. Label statements
5. Table tents
6. Placards

DISCLOSURE

You may disclose items in the following manner:

1. Description of animal foods
 - i.e.* “Oysters on Half Shell (**Raw Oysters**)”
 - “**Raw-Egg** Caesar Salad”
 - “Hamburgers (**Can be cooked to order**)”
 - “Eggs (**Can be cooked to order**)”
 2. Place an asterisk that alerts consumers to a foot note for any items served raw/undercooked or for any items that contain raw /undercooked ingredients
 - i.e.* “Oysters on Half Shell*”
 - “Caesar Salad*”
- * **Contains raw/ undercooked ingredients.**

REMINDER

Must asterisk any undercooked items of animal origin that leads consumer to a footnote which states one of the following **verbatim**:

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

EXAMPLE OF DISCLOSURE AND REMINDER TOGETHER

Classic Burger* The American classic, perfected.

Classic Cheeseburger* With American cheese.

Bacon Cheeseburger* With applewood smoked bacon and American cheese.

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**These menu items are cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness, especially if you have certain medical conditions.*