

# CAUTION: READ BEFORE EATING!

## QUICK STATS

- ✘ **CONFERENCE:** Regulation
- ✘ **TEAM:** Food and Drug Administration
- **FUMBLE:** \$1 billion cost in the first year alone for new menu and product-labeling nutrition guides
- **HOW TO RECOVER THE BALL:** Allow restaurants and grocery stores to continue labeling food as they do today or list details on their website



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You are what you eat, and the federal government wants to make sure you know it. Starting December 1, 2015, an FDA rule will require all restaurants, gas stations, entertainment venues, and grocery stores with 20 or more locations to list the total caloric value of the prepared food and drinks they sell.<sup>66</sup> For example Domino's Pizza, which already posts its nutrition information online, will be required to develop new labels with caloric values for every pizza sold. Domino's and Pizza Hut will be forced to label more than five million potential custom pizza options with specific caloric intake information, costing individual stores thousands of dollars.

[For more information, please visit:](#)

[Federal Register: Food Labeling: Nutrition Labeling of Standard Menu Items in Restaurants and Similar Retail Food Establishments](#)

[The Hill: FDA rolls out ObamaCare menu regs](#)

[H.R. 2017 – Common Sense Nutrition Disclosure Act of 2015](#)

Grocery stores will also be required to list the caloric values of prepared foods they serve that are intended to be eaten immediately. According to the Food Marketing Institute, this new rule could cost the grocery industry a colossal \$1 billion in compliance in the first year alone.<sup>67</sup> Since these institutions will simply pass along the increased costs to consumers, the immediate result of the new menu labels will be higher food prices for consumers. Families will pay more for food purchased at grocery stores and for pizza they order for dinner.

## RECOVERY

Trust Americans to pick the food they like and want. Drop the entire labeling requirement. If all of the menu labeling cannot be eliminated, at least consider Rep. Cathy McMorris Rodgers's (WA) Common Sense Nutrition Disclosure Act of 2015, which will provide flexibilities to restaurants to include either the number of calories contained in a whole menu item or the number of servings and calories per serving. Additionally the Act would allow nutritional information to be provided on an Internet menu for food establishments where the majority of orders are delivery or takeout.<sup>68</sup>