

Menu Labelling – Making Key Nutrition Information Readily Available in Restaurants

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April 29, 2013



What's on the Menu?
Making Key Nutrition Information Readily Available in Restaurants
Technical Report
April 2013

	<i>Calories</i>	<i>Sodium (mg)</i>	<i>Price</i>
<i>Sandwiches</i>			
<i>Deluxe Hamburger</i>	860	740	\$5.99
<i>Crispy Chicken Sandwich</i>	680	1430	\$5.99
<i>Turkey Burger</i>	560	620	\$6.99
<i>Veggie Burger</i>	570	1180	\$4.99
<i>Pulled Pork Sandwich</i>	1060	3300	\$6.99
<i>Chicken Wrap</i>	660	1660	\$5.99

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Major nutrition – related health threats:

- **Obesity**
 - 46% of Toronto overweight or obese
 - Risk of diabetes, heart disease, cancer
- **Hypertension**
 - 24% of Toronto have high blood pressure
 - Average Canadian sodium intake 3,400 mg vs 1,500 mg recommended

Canadians Are Eating Out Often

- 60% of Canadians eat out at least once a week
 - 23% once a week
 - 31% a few times a week
 - 7% daily



The average sit-down restaurant meal (entrée & side dishes) contains:

- 56% of an adult's daily calorie requirement
- 98% of an adult's daily limit for sodium



+



Caesar Salad (Side order)

210 calories

370 mg of sodium

Spaghetti and Meat Balls

1730 calories

2750 mg of sodium

Large Difference Between Meals

No two chicken wraps are created equal



VS



Restaurant Chain #1

700 calories

970 mg sodium

Restaurant Chain #2

1370 calories

2960 mg sodium

- Over 85% of Canadians support menu labelling legislation for fast food and/or all restaurants
- 78% of Torontonians said that they would use nutrition information
- Torontonians show strongest support for calories (79%) and sodium values (74%) on the menu


Menu Labelling Makes Information Visible and More Easily Used

- 50-70% of customers notice the information when on the menu/menu board
 - In NYC, awareness of calorie values increased from 4% to 72% after menu labelling
- 15-30% of customers indicate that they use the information in making a menu selection
- NYC customers who reported using menu labelling purchased, on average, **106 fewer calories** than customers who did not see or use the information

(Dumanovsky et al., 2011)

How Nutrition Information is Currently Provided in Restaurants

- Not available OR detailed information on calories plus 13 nutrients



	SERVING SIZE (g)	ENERGY (kcal)	TOTAL FAT (g)	TOTAL FAT (% DAILY VALUE)	SATURATED FAT (g)	TRANS FAT (g)	SATURATED & TRANS FAT (% DAILY VALUE)	CHOLESTEROL (mg)	CHOLESTEROL (% DAILY VALUE)	SODIUM (mg)	SODIUM (% DAILY VALUE)	CARBOHYDRATE (g)	CARBOHYDRATE (% DAILY VALUE)	FIBRE (g)	FIBRE (% DAILY VALUE)	SUGAR (g)	PROTEIN (g)	VITAMIN A (% DAILY VALUE)	VITAMIN C (% DAILY VALUE)	CALCIUM (% DAILY VALUE)	IRON (% DAILY VALUE)
MAIN MENU ITEMS *Derived on 100% whole wheat bun																					
ORIGINAL HAMBURGER	139	380	16.0	25	1.0	0.4	38	45.0	15	980.0	41	37.0	12	2.0	8	3.0	20.0	2.0	0.0	6.0	25.0
ORIGINAL CHEESEBURGER	160	460	23.0	35	1.0	1.0	60	70.0	23	1130.0	47	39.0	13	2.0	8	3.0	25.0	4.0	0.0	20.0	25.0
ORIGINAL BACON CHEESEBURGER	166	500	26.0	40	1.0	1.0	65	75.0	25	1290.0	54	39.0	13	2.0	8	3.0	26.0	4.0	0.0	20.0	30.0
ORIGINAL PATTY BY ITSELF	78	200	14.0	22	1.0	0.4	33	45.0	15	630.0	26	4.0	1	1.0	4	0.0	13.0	2.0	0.0	2.0	10.0
ORIGINAL BUN	61	180	2.5	4	1.0	0.0	2	0.0	0	350.0	15	33.0	11	2.0	8	3.0	7.0	0.0	0.0	4.0	15.0
HARVEY'S GREAT CANADIAN™ BURGER	216	570	25.0	38	1.0	1.0	60	80.0	27	1120.0	47	53.0	18	3.0	12	3.0	32.0	0.0	0.0	8.0	40.0
HARVEY'S GREAT CANADIAN™ BURGER WITH CHEESE	237	650	31.0	48	1.0	1.5	83	105.0	35	1270.0	53	54.0	18	3.0	12	3.0	36.0	4.0	0.0	20.0	40.0
HARVEY'S GREAT CANADIAN™ BURGER WITH CHEESE & BACON	246	690	35.0	54	1.0	1.5	88	110.0	37	1430.0	60	54.0	18	3.0	12	3.0	40.0	4.0	0.0	20.0	40.0
HARVEY'S GREAT CANADIAN™ PATTY BY ITSELF	126	330	23.0	35	1.0	1.0	55	80.0	27	640.0	27	6.0	2	1.0	4	0.0	24.0	0.0	0.0	2.0	15.0
HARVEY'S GREAT CANADIAN™ BRISTO BUN	90	240	2.5	4	1.0	0.0	3	0.0	0	480.0	20	46.0	15	2.0	8	3.0	9.0	0.0	0.0	6.0	25.0
HOT DOG WITH BUN	102	300	13.0	20	1.0	0.4	25	40.0	13	850.0	35	32.0	11	2.0	8	2.0	13.0	0.0	0.0	8.0	20.0
BACON CHEDDAR DOG	129	408	21.3	32	1.0	0.6	49	66.7	22	1107.2	45	33.0	12	2.0	8	2.0	20.0	4.0	0.0	23.0	20.0
HOT DOG BY ITSELF	48	140	11.0	17	1.0	0.4	25	40.0	13	520.0	22	3.0	1	0.0	0	0.0	7.0	0.0	0.0	2.0	8.0
HOT DOG BUN	54	150	1.5	2	1.0	0.0	2	0.0	0	320.0	13	29.0	10	1.0	4	2.0	6.0	0.0	0.0	6.0	15.0
GRILLED CHICKEN*	165	290	5.0	8	1.0	0.1	8	80.0	27	810.0	34	26.0	9	4.0	16	5.0	34.0	0.0	2.0	8.0	10.0
GRILLED CHICKEN BY ITSELF	100	140	2.5	4	1.0	0.0	5	80.0	27	530.0	22	1.0	1	1.0	4	0.0	28.0	0.0	2.0	2.0	4.0
GRILLED CHICKEN WHOLE WHEAT BUN	65	150	2.5	4	1.0	0.0	3	0.0	0	280.0	12	27.0	9	3.0	12	5.0	6.0	0.0	0.0	6.0	8.0
CRISPY CHICKEN WITH BUN	174	470	16.0	25	1.0	0.2	11	50.0	17	1320.0	55	51.0	17	1.0	12	3.0	29.0	0.0	0.0	6.0	25.0
CRISPY CHICKEN	113	290	14.0	22	1.0	0.2	8	50.0	17	970.0	40	18.0	6	0.0	8	0.0	22.0	0.0	0.0	2.0	10.0
CRISPY CHICKEN BUN	61	180	2.5	4	1.0	0.0	2	0.0	0	350.0	15	33.0	11	2.0	8	3.0	7.0	0.0	0.0	4.0	15.0
VEGGIE BURGER*	138	290	10.0	15	1.0	0.0	8	0.0	0	580.0	24	33.0	11	6.0	24	5.0	16.0	2.0	0.0	15.0	25.0
VEGGIE BURGER BY ITSELF	73	130	7.0	11	1.0	0.0	5	0.0	0	300.0	13	6.0	2	3.0	12	0.0	12.0	2.0	0.0	8.0	15.0
VEGGIE BURGER WHOLE WHEAT BUN	65	150	2.5	4	1.0	0.0	3	0.0	0	280.0	12	27.0	9	3.0	12	5.0	6.0	0.0	0.0	6.0	8.0
CHICKEN STRIPS - 3 PIECES	114	320	15.0	23	1.0	0.2	9	45.0	15	780.0	33	27.0	9	2.0	8	0.0	20.0	0.0	0.0	2.0	10.0
CHICKEN STRIPS - 2 PIECES	76	214	10.0	15	1.0	0.1	6	30.1	10	520.0	22	18.0	6	1.3	5	0.0	13.4	0.0	0.0	2.0	8.0
WARM GRILLED CHICKEN SALAD	289	170	3.0	5	1.0	0.0	5	80.0	27	550.0	23	9.0	3	4.0	16	4.0	30.0	50.0	50.0	6.0	10.0
WARM GRILLED CHICKEN BLT SALAD	301	230	7.0	11	1.0	0.1	13	90.0	30	760.0	32	9.0	3	4.0	16	4.0	33.0	50.0	50.0	6.0	10.0
L'L ORIGINAL	80	210	8.0	12	1.0	0.3	16	25.0	8	550.0	23	22.0	7	0.0	0	2.0	10.0	0.0	0.0	6.0	15.0
L'L ORIGINAL WITH CHEESE	90	250	11.0	17	1.0	0.4	27	35.0	12	630.0	26	23.0	8	0.0	0	2.0	13.0	2.0	0.0	15.0	15.0
L'L ORIGINAL WITH CHEESE & BACON	93	260	12.0	18	1.0	0.4	32	35.0	12	680.0	28	23.0	8	0.0	0	2.0	14.0	2.0	0.0	15.0	15.0
L'L ORIGINAL PATTY	39	100	7.0	11	1.0	0.3	16	25.0	8	310.0	13	2.0	1	0.0	0	0.0	6.0	0.0	0.0	6.0	10.0
L'L ORIGINAL BUN	41	110	1.0	2	1.0	0.0	0	0.0	0	240.0	10	20.0	7	0.0	0	2.0	4.0	0.0	0.0	6.0	10.0



NUTRITION INFORMATION

Daily Calorie and Sodium Requirements

Healthy adults should aim for 1,500 to 2,300 milligrams of sodium per day. Children and seniors need less. Healthy adults should aim for 2,000 to 2,400 calories per day. Individual needs vary depending on age, activity level and gender. (Source: Health Canada)

MENU ITEMS	Serving Size	Calories (kcal)	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbohydrate (g)	Dietary Fibre (g)	Sugars (g)	Protein(g)	Vitamin A (%DV)	Vitamin C (%DV)	Calcium (%DV)	Iron (%DV)
BURGERS															
Baby Burger®	80g	220	7	3	0.2	25	560	25	1	3	12	2	0	2	10
Mama Burger®	165g	400	19	7	0.5	50	850	38	1	7	20	2	2	4	25
Papa Burger®	225g	580	32	13	1	95	1080	38	1	7	34	2	2	4	35
Grandpa Burger®	285g	760	45	19	1.5	140	1300	38	1	7	48	2	2	4	45
Add cheese to the above	15g	50	4.5	3	0.2	15	250	1	0	0	3	4	0	10	0
Teen Burger®	239g	500	26	11	0.5	70	1220	41	1	8	25	6	10	15	25
Double Teen Burger®	299g	680	39	17	1	115	1450	41	1	8	39	6	10	15	35
Uncle Burger®	258g	560	33	11	1	70	1200	39	3	8	29	4	8	10	20
Cheddar Bacon Uncle Burger®	301g	710	46	17	1	105	1490	39	1	9	37	10	8	25	25
Grandma™ Prime Rib Burger	185g	560	38	10	0.5	60	740	31	2	5	22	0	2	6	30
Double Grandma™ Prime Rib Burger	260g	800	57	18	1.5	115	910	31	2	5	39	0	2	8	45
Horseradish Sauce	12g	60	6	1	0	5	85	2	0	1	0	0	0	0	0
Mozza Burger®	212g	600	39	13	0.5	85	1000	36	1	8	27	6	8	20	25
Double Mozza Burger®	272g	780	52	20	1	140	1340	36	1	8	41	6	8	20	35
Veggie Deluxe	233g	420	15	4	0.1	20	1410	57	6	8	16	6	14	20	25
CHICKEN															
Chicken Grill® Deluxe	194g	320	9	1.5	0.1	55	1040	37	2	4	23	0	4	4	15
Chubby Chicken® Burger	184g	480	26	3	0	40	1230	44	2	3	21	0	0	6	25
Chicken BLT	262g	490	24	4	0.2	60	1250	43	2	4	27	0	8	2	6
Spicy Chipotle Chicken Burger	296g	620	34	6	0.1	65	1750	56	3	3	25	4	8	10	15
Chubby Chicken® Strips (3)	129g	300	15	1	0.2	45	1110	24	3	0	18	0	0	0	25
Chubby Chicken® Strips (5)	215g	500	25	2	0.3	75	1850	40	5	0	30	0	0	0	40
CHICKEN STRIP DIPPING SAUCES															
Honey Mustard	28g	110	8	1	0	10	190	9	0	9	0.5	0	0	0	2
Barbecue	28g	45	0.1	0	0	0	350	11	0	10	0.3	2	2	0	2
Sweet & Sour	28g	45	0	0	0	0	120	12	0	7	0	0	2	0	0

- Voluntary program
- Brochure is one of several methods that can be used
 - menu/menu board not provided as option

<http://www.youtube.com/watch?v=zD4m6WN3Tlg>

- Province of Ontario to enact legislation
- Calorie and sodium values on the menu/menu board
- Large restaurant chains
- Full nutrition information available upon request

Menu			
	Calories	Sodium (mg)	Price
<i>Sandwiches</i>			
Deluxe Hamburger	860	740	\$5.99
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Chicken Wrap	660	1660	\$5.99
<i>Sides</i>			

- TPH voluntary menu labelling pilot project with independent restaurant operators
 - Identify a model that can be sustained by independents
 - Provide supports and recognition to participating restaurants

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