



HOW TO WRITE A CONSUMER ADVISORY

A Consumer Advisor is required on menus that offer any animal product raw or partially cooked. A Consumer Advisory will cover any items that are served raw or partially cooked as well as any food items that contain raw ingredients.

Examples

- Hamburgers that are cooked to order (requested rare to medium-rare)
- Steaks that are offered cooked to order
- Completely raw food items such as steak tartar (raw beef) oysters on the half shell (raw oysters)
- Items that use raw animal product as an ingredient such as raw egg in Caesar salad

****Any menu item that is qualified as a raw or partially cooked animal product, as described above, must be denoted with an asterisk to a footnote somewhere on the menu that contains a statement similar to one of the examples listed.**

Acceptable footnote statements

- “Regarding the safety of these items, written information is available upon request.”
- **“Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness”**
- “Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness especially if you have certain medical conditions.”
- “The consumption of raw or undercooked foods such as beef or chicken which may contain harmful bacteria may cause serious illness or death.”