

Consumer Advisory

Parts of the consumer advisory

Food establishments must use a consumer advisory whenever raw or undercooked animal food is on the menu. Your consumer advisory must include a disclosure and a reminder. You can use brochures, deli case or menu advisories, label statements, table tents, placards, or other means to display the advisory. Examples of consumer advisories are provided on page two.

Disclosure

A disclosure is a written statement that clearly identifies the raw or undercooked animal food or item that contains a raw or undercooked ingredient.

There are two options for disclosure:

- Include words like “raw” or “undercooked” in the description of the food.

OR

- Place an asterisk by the name of the food and use a footnote that states the food is served raw or undercooked, or contains, or may contain, raw or undercooked ingredients.

Reminder

A reminder is a written statement that eating raw or undercooked food is associated with increased risk of foodborne illness. The reminder must include an asterisk by the menu item and a footnote.

There are three options for the footnote:

- “Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.”

OR

- “Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.”

OR

- “Regarding the safety of these items, written information is available upon request.”

Restrictions

- Raw or undercooked animal food must not be served at food establishments that serve a highly susceptible population. These people are more likely to experience foodborne illness because they are preschool age children, older adults or those with compromised immune systems.
- Raw or undercooked ground meats must not be offered from a children's menu or children's section of any menu.

Food commonly served raw or undercooked

Raw or Undercooked Animal Food (proteins)	Menu Items
Beef	Steak tartare, hamburgers, carpaccio, seared mechanically tenderized steak
Poultry	Roasted duck
Eggs	Soft-cooked eggs (soft boiled, poached, sunny side up, over-easy) Eggs used as an ingredient (Caesar salad, hollandaise, beverages, aioli, tiramisu, mousse, meringue pie, puddings or custards)
Fish	Sushi, raw-marinated fish, cold smoked fish, ceviche, tuna carpaccio, seared tuna, gravlax, crudo
Shellfish	Oysters, clams, mussels

Examples of consumer advisories

In these examples the **disclosure is in bold**, and the *reminder is in italics*.

Oysters on the half shell (**raw oysters**)*
Hamburger (**cooked to order**)*
Ceviche (**raw fish**)*

**Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.*

Oysters on the half shell*
Hamburger*
Ceviche*

*** These items are served raw or undercooked, or contain, or may contain, raw or undercooked ingredients. Regarding the safety of these items, written information is available upon request.**

Two eggs*served with toast
Hamburger*
Ceviche (**raw fish**)*

***Eggs and hamburger may be served raw or undercooked.**
Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a certain medical condition.