



Appendix F

Consumer Advisory Language

Purpose: The intent of the consumer advisory is to assure that all consumers are informed about the increased risk to especially vulnerable populations of eating raw or undercooked animal foods. Informed consumers play a significant role in protecting themselves from food borne illness. Informed consumers are best able to assess their individual risk and assume responsibility for their ordering decisions, based on their knowledge and understanding of the situation. The purpose of this Appendix is to assist Industry in the implementation of the consumer advisory section of these Regulations, Chapter 3-401.11 (C).

The consumer advisory is required in all food establishments, including but not limited to full-service restaurants, oyster bars and buffets, where raw or undercooked food of animal origin is offered in a ready-to-eat form, or as an ingredient in another ready-to-eat food, or where there is a reasonable likelihood that the food will be consumed without subsequent, thorough cooking.

This Advisory or Disclosure must:

1. Be on the *menu* or, in the absence of a *menu*, be presented in writing to consumers.
2. Identify the food items that require *disclosure*.
3. Specify that those food items are or contain raw or undercooked animal-derived food.

Methods of compliance:

1. *Disclosure* by description such items as:
 - a. Oysters on the half-shell (raw oysters).
 - b. Raw-egg Caesar salad.
 - c. Hamburgers (can be cooked to order).
2. *Disclosure* by asterisking the food items to a footnote that states, depending on the situation, that the items:
 - a. "Are served raw or undercooked."
 - b. "Contain (or may contain) raw or undercooked ingredients."
 - c. "Thoroughly cooking foods of animal origin such as beef, fish, lamb, milk, poultry, or shellstock reduces the risk of food borne illness. Young children, the elderly and individuals with certain health conditions may be at a higher risk if these foods are consumed raw or undercooked," and,
3. When a *menu* is used, compliance may be met by one of the following:
 - a. Modify the *menu* through the use of permanent adhesive stickers.
 - b. Reprint the *menu*.
 - c. Present a separate written *disclosure* notice to the consumer in conjunction with the *menu*, or,
4. In the absence of a *menu*:
 - a. Present a written *disclosure* notice to the consumer in the form of a brochure that meets the criteria at the below Website: <http://vm.cfsan.fda.gov/~dms/fc99guid.html#imguid>

In consumer self-service operations, such as buffets, salad bars, sushi bars, or display cases, the consumer advisory as specified in Chapter 3-603.11 of these Regulations must be posted or available at the self-service unit where the raw or partially cooked food is held for service and readily accessible to the consumer prior to making their food selections. In a catered situation, such as a wedding reception, each guest is responsible for making his or her own requests or selections.