

# Consumer Advisory

Eating raw or undercooked animal foods may increase the risk of illness in some people. To help consumers make an informed decision, food establishments must post a consumer advisory if they serve raw or undercooked animal products, or unpasteurized fruit and vegetable juices at the point where food is selected by the consumer. It may be on a menu, table tent, placard, or other printed means.

A consumer advisory is required to have two parts:

1. **DISCLOSURE** – Identify the foods that are raw or undercooked.
2. **REMINDER** – Remind consumers of health risks involved with eating those foods.



The **reminder** is at the bottom of the reader board, with an asterisk on the “Hamburgers” title **disclosing** that they can be served cooked to order.



The food items served raw are **disclosed** in the menu item description. The **reminder** statement is found on the same page as the menu item.



The **reminder** part of the consumer advisory can be on a separate document that is also given to the customer. The **disclosure** on the menu must refer to this separate document.

