

CONSUMER ADVISORY

Why a Consumer Advisory? Eating certain animal foods raw or undercooked may increase your risk of foodborne illness, especially if you have certain medical conditions. Therefore, your customers must be informed what foods are served raw or undercooked, along with a statement explaining the risk of foodborne illness when these foods are eaten.

Examples of foods that require a Consumer Advisory:

- Poached or runny fried eggs*
- Mayonnaise made with raw shell eggs*
- Sauces or dressings such as Hollandaise or Caesar made with raw shell eggs*
- Raw shellfish or marinated raw seafood, such as ceviche
- Sushi made with raw fish
- Steak tartare
- Hamburgers or steak served “medium rare or rare”

*If pasteurized liquid eggs or pasteurized shell eggs are used, a Consumer Advisory is not required.

What is required? A food establishment that serves raw or undercooked animal foods is required to inform the consumer. Those foods must be **Disclosed** on a menu, brochures, table tents, or other written material by using an asterisk (*) and a footnote to reveal that the animal product or particular ingredient is raw or uncooked or can be ordered that way.

In conjunction with the disclosure, a **Reminder Statement** indicating the risk of foodborne illness when consuming these types of foods must also appear on at least one page of the menu so that the consumer may easily find it.

[See reverse side for menu examples]

Menu examples:

- Describe the raw foods with a reminder statement directly below:

Oysters on the half-shell (raw oysters)*
Caesar salad dressing (made with raw eggs)*

**Whether dining out or preparing food at home, consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness*

- Asterisk the food items that apply to a footnote located on the menu:

2 eggs*, toast, hashbrowns and coffee
3 french toast
Cheeseburger* and french fries
Baked chicken, choice of potato and salad
Ribeye steak*, choice of potato and salad

**Eggs served over-easy, poached, sunny-side-up, or soft-boiled and hamburgers and steaks that are served rare or medium-rare may be undercooked and will only be served upon the consumers' request. Whether dining out or preparing food at home, consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness*