



CONSUMER ADVISORY

If an animal food such as beef, eggs, fish, lamb, milk, pork, poultry or shellfish is served or sold raw, undercooked or without otherwise being process to eliminate pathogens either in ready-to-eat from or as an ingredient in another ready-to-eat food, the license holding must inform consumers of the significantly increased risk of consuming such foods by way of a disclosure or reminder using brochures, deli case or menu advisories, label statements, table tents, placards or other effective written means.

A description of the animal-derived foods shall be listed (ie. “raw-egg Caesar salad”) or identification of the animal-derived food by asterisking them to a footnote that states that the items are served raw or undercooked, or contain (or may contain) raw or undercooked ingredients.

Example of Consumer Advisory wording:

“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.