

# Consumer Advisory

## What is a Consumer Advisory?

A Consumer Advisory is a publicly-posted notice that certain ready-to-eat foods pose a health risk because they are not processed to destroy pathogens.

## Who needs to post a Consumer Advisory?

All establishments that serve raw or undercooked animal foods or unpasteurized juices are required to post a Consumer Advisory.

## Why is Consumer Advisory required?

Eating raw or undercooked foods and unpasteurized juices poses an increased risk of foodborne illness, especially for vulnerable people. The intent of the Consumer Advisory is to notify customers of the increased risk so they are better able to make informed decisions when placing their order.

## A Consumer Advisory consists of two parts:

**Disclosure:** Identification of foods served raw or undercooked with an asterisk. \*

**Reminder:** Written statement concerning the health risk.

**Example A:** Disclosure as a Description and Reminder to a Footnote

**MENU**  
Chefs Salad  
Spinach Salad  
Caesar Salad  
(contains raw eggs)\*

**At bottom of page**

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

**Example B:** Disclosure and Reminder to a Footnote

**MENU**  
Hamburgers\*  
Cheeseburger  
Bacon Burger  
Hamburger Deluxe

**At bottom of page**

\* Burgers may be cooked to order.

\* "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a medical condition."



Animal foods traditionally served raw or undercooked include:

- Hamburgers and steaks, cooked to order
- Oyster and other shellfish
- Fish (sushi, sashimi and ceviche)
- Eggs served undercooked, fried, poached, sunny-side up, "runny"
- Eggs undercook as ingredients in sauces, eggnog, tiramisu, mousse, meringue, Caesar salad dressing, fresh mayonnaise