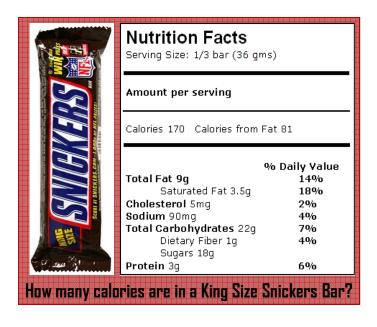
Who Wants to Do Math When Eating Out? Labeling per Serving v. per Menu Item

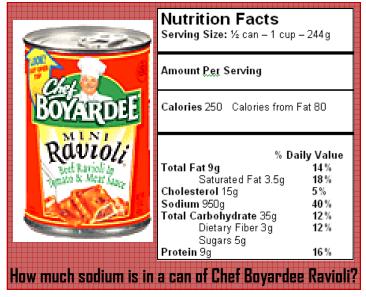


Menu labeling policies can help consumers make healthier choices when eating out.

An essential component of menu labeling is that the nutrition information be easy-to-find and easy-to-use. However, some restaurants are pushing to list information per serving rather than per menu item, making it more difficult for customers to understand and use nutrition information at restaurants.

Serving size information on packaged foods can be confusing. In one study, two-thirds of people could not correctly calculate the nutrition information in a 20-ounce bottle of soda that was labeled as 2.5 servings.¹





People will have similar difficulties understanding the nutrition information for menu items if they are labeled as having more than one serving. In addition, it would be deceptive to label muffins, pastries, desserts, entrees, and other menu items as multiple servings when they are usually consumed by one person.

People tend to finish what is on their plate when eating out. In one study, **69%** of people said they finished their meal in a restaurant most or all of the time. **30%** of people said they based the amount of food they eat on how much they are served.²

Ruby Tuesday's Chicken Quesadilla

Per serving (4 serv. per order): Calories: 139 Sat. Fat: 7g



Ruby Tuesday's Spinach Artichoke Dip

Per serving (4 serv. per order): Calories: 300 Sat. Fat: 2g



Pizza Hut Hot Wings

Per serving (Serv. = 2 wings): Calories: 120 Sat. Fat: 2g Sodium: 500mg

Order Size: Small (10 wings) Large (20 wings)



Pizza Hut Pepperoni P'Zone

Per Serving (2 serv. per order): Calories: 630 Sat. Fat: 11g Sodium: 1610mg



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Is	this who	at you	want to	be doir	ig when ea	ating out?
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- 1. You are having a Chicken Quesadilla appetizer as a meal. You are eating:

 _____ Calories
 _____ Saturated Fat
- 2. Three people are splitting the Spinach Artichoke Dip. They are each eating: Calories
- 3. Two people are splitting the large order of Hot Wings. They are each eating: Sodium
- 4. The TV commercial for the P'Zone tells you that it's "yours alone!" If you have a Pepperoni P'Zone for dinner, you are eating:

Calories Sodium

For more information visit: www.menulabeling.org or contact: nutritionpolicy@cspinet.org



References:

- 1. Rothman, R., Housam, R., Weiss, H. et al. "Patient Understanding of Food Labels: The Role of Literacy and Numeracy." *American Journal of Preventative Medicine* 2006, vol. 31 (5), pp. 391-398.
- 2. American Institute for Cancer Research. Awareness and Action: AICR Surveys on Portion Size, Nutrition, and Cancer Risk. Washington, DC. AICR, 2003.