



Toolkit: Consumer Advisory

This toolkit helps food establishments provide a proper Consumer Advisory to customers about the risk associated with consuming raw or undercooked animal products. Consumer advisories must be displayed at the point of order, such as on menus, reader boards, or display cases. For fresh fish served partially cooked, the advisory must also include specific information about the potential risks from parasites. Additional handouts for customers are available online at www.doh.wa.gov/foodrules.

Note: Use this document to help your establishment maintain Active Managerial Control (AMC). Be sure to work with your local health department for any additional information as needed (www.doh.wa.gov/localhealthfoodcontacts).

Section 1: Food Establishment Information

Establishment Name		Phone	
Street (Physical Address)	City	ZIP	Email
Contact Name	Title / Position		

Section 2: Identify Animal Foods Served Raw or Undercooked

Note: Packaged products that are intended to be eaten raw or undercooked must also have the advisory.

- | | |
|---|--|
| <input type="checkbox"/> Molluscan shellfish, such as oysters | <input type="checkbox"/> Beef and pork, such as rare steak or hamburgers |
| <input type="checkbox"/> Eggs, such as sunny side up | <input type="checkbox"/> Fish, such as poke, acid-cooked ceviche, or cold-smoked lox |
| <input type="checkbox"/> Sauces, such as aioli | <input type="checkbox"/> Other: |

Section 3: Identify Points of Order

Note: The Consumer Advisory is required at each point where customers order.

- | | | |
|---|---------------------------------------|---|
| <input type="checkbox"/> Table-service menus | <input type="checkbox"/> Display case | <input type="checkbox"/> Self-ordering kiosks |
| <input type="checkbox"/> Specials/Daily menus | <input type="checkbox"/> Table tents | <input type="checkbox"/> Self-service bars |
| <input type="checkbox"/> Online/To-go menus | <input type="checkbox"/> Reader board | <input type="checkbox"/> Other: |

Section 4: Consumer Advisory Requirements

Consumer advisory has three parts: (1) Disclosure, (2) Reminder, and (3) Asterisk connection.

DISCLOSURE

The disclosure clearly identifies which menu items are raw or undercooked animal foods.

Disclosure can be met in either of two ways:

- 1. Direct Description:** Add words like "raw" or "undercooked" directly into the item's description.
Example: "Raw Oysters" or "Caesar Salad (contains raw eggs)" or "Our hamburgers are cooked to order."
- 2. Asterisk and Footnote:** Add an asterisk (*) next to the menu item and a footnote stating the item is served raw, undercooked, or contains raw ingredients.
Example: "Hamburger*" listed on the menu with footnote to disclosure and reminder at the bottom of the page:
"*Hamburgers are served to order. Consuming undercooked hamburgers may increase your risk of foodborne illness."

REMINDER

The reminder tells consumers about the potential health risk from eating raw or undercooked animal foods. Statements may be adjusted to match the items served. Fresh, unfrozen fish requires a unique reminder about parasites if served partially cooked.

- Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.
- Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.
- Regarding the safety of these items, written information is available upon request.
Example: "Regarding the safety of consuming fresh partially cooked fish, information is available upon request."

ASTERISK (*)

The asterisk (*) is required to connect undercooked menu items to the reminder statement helping consumers easily identify foods served raw or undercooked and the potential health risks.

Section 5: Signature

Plan prepared by:

Signature

Date

Printed Name

Phone