

Consumer Advisories must be available to consumers

A consumer advisory is intended to apply to all food establishments where raw or undercooked animal foods or ingredients may be sold or served for human consumption. This includes all types of food establishments whenever there is a reasonable likelihood that the food will be consumed without subsequent, thorough cooking. If an animal foods such as beef, eggs, fish, lamb, milk, pork, poultry, or shellfish are served or sold raw, undercooked, or without otherwise being processed to eliminate disease causing microorganisms, the consumer must be made aware of the risk by providing the following written information:

Consumer Advisory: Consist of disclosure AND the reminder statements as defined below.

- **Disclosure:** A means to clearly identify the animal foods that could or can be ordered raw or undercooked.
 - By asterisking the food items to a footnote that states, depending on the situation, that the items:
“Are served raw or undercooked,” or
“Contain (or may contain) raw or undercooked ingredients”
 - By describing the food, such as “oyster on the half shell (raw oysters),” “raw-egg Caesar salad,” and “hamburgers (can be cooked to order)” to show that the item is not fully-cooked.
- **Reminder:** A written statement that identifies the health risk of consuming the raw or undercooked animal food indicated by an asterisk to a footnote that states:
 - Regarding the safety of these items, written information is available upon request;
 - 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.

The Consumer Advisory must:

- Be displayed using brochures, deli case or menu advisories, label statements, table tents, placards, or other effective written means AND
- Specify those food items that are, or contain, raw or undercooked animal-derived foods.

Examples:

1. A seafood department in a grocery store sells oysters, clams, mussels. A consumer advisory needs to be printed on the label with the product or posted in the department where it is visible to the customer.
2. Convenient store with food service serves bacon, egg and cheese biscuits in the mornings, eggs are undercooked upon request. An asterisk must be placed next to this item on the menu with a statement at the bottom that says “consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.”