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## New York Today. Toronto Tomorrow?



Which Starbucks drink has more calories: a grande Doubleshot Espresso on Ice or a grande Caffè Vanilla Frappuccino?

If you're in Toronto or Calgary or Vancouver or Montreal, you have to

offer little or no nutrition information to their customers. Not a single restaurant posted key nutrients right on the menu or menu board, where it does the most good.

And as of this June, five of the chains' Web sites were still bare of nutrition info.

But even a Web site full of numbers can't match the impact of seeing "470" calories next to the "Pumpkin Scone" on a Starbucks

menu board or "1,160" next to the large "Triple Thick Chocolate Milkshake" at McDonald's.

Why do restaurants balk at putting calories, etc., on their menus? Because if customers knew the score, many would no doubt order a smaller burger, share an entrée, or skip dessert. And shrinking meals means shrinking revenues.

The Centre for Science in the Public Interest—publisher of *Nutrition Action Healthletter*—will keep working to pass laws that tell consumers what they're eating when they eat out.

If you'd like to help get menu labelling in your city or province,

e-mail us at [menulaw@cspinet.org](mailto:menulaw@cspinet.org).

Michael F. Jacobson, PhD

Executive Director

Centre for Science in the Public Interest

## CHAMPIONING PUBLIC HEALTH NUTRITION

Join us in Ottawa on October 22-23 as Canadian and international health and food-policy experts, policy-makers, and journalists explore how to reform public health nutrition policy. We'll look at school foods, nutrition information on labels and menus, food taxes, marketing to children, reformulating foods to minimize added salt and harmful fats, and much more.

Stay tuned to [www.cspinet.org/canada](http://www.cspinet.org/canada) for details.



Top: At any New York City Starbucks, you can see how much that wrap will cost your wallet and your waistline.

Bottom: At least some people will think twice before ordering a Krispy Chicken Tenders sandwich, fries, and soft drink at Nathan's in New York City.



guess. But if you're in Manhattan, the company's new menu board makes it clear: the Doubleshot has 90 calories; the Frappuccino has 430.

As of July 19, a New York City law—still intact despite a flurry of lawsuits from the restaurant industry—requires chain restaurants to list calories on their menus and menu boards or risk fines.

In March, San Francisco passed its own law. As of July 22—unless a restaurant-industry lawsuit delays or kills the bill—printed menus at chain restaurants must disclose not only calories, but saturated fat, carbohydrates, and sodium.

If foods on display (like scones or muffins) carry tags with their names or prices, the tags must also list calories. And, starting September 20, menu boards must list calories.

What's going on in Canada? Not much.

In 2006, industry pressure killed a menu-labelling bill in Parliament, in part because more than two dozen large chains promised to voluntarily disclose nutrition information.

Some volunteers!

When we surveyed 136 outlets of 27 chains in four cities last winter, around half of the chains

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The Centre for Science in the Public Interest (CSPI) is the non-profit health-advocacy group that publishes *Nutrition Action Healthletter*. CSPI mounts educational programs and presses for changes in government and corporate policies.

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