Restaurant Labeling Not on Menus or Menu Boards Isn’t a Compromise: It Doesn’t Work

When nutrition information is provided on brochures, tray liners, posters, etc., customers don’t see it

**Yum Brands includes Taco Bell, KFC, and Pizza Hut

Data was collected before NYC Subway outlets put calories on their menu boards. Patrons who saw the information ate 50 fewer calories.

Even though McDonald’s is an industry leader in providing nutrition information, their efforts were not noticed by 95% of customers.

Exit interviews of 7,318 diners at 275 restaurants (11 fast-food chains)