

# Menu Labeling Timeline

Key milestones in CSPI's campaign to achieve menu labeling nationwide



Eating out is no longer a rare treat saved for special occasions.

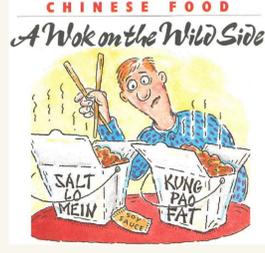
Americans eat out more than ever, consuming, on average, one-third of their calories from away-from-home foods. And, numerous studies link eating out with obesity.

Without clear, easy-to-use calorie information at the point of ordering, it's difficult to make informed and healthy choices.

1993

## WOK ON THE WILD SIDE

CSPI publishes the first in a series of landmark investigative reports (beginning with Chinese-restaurant food). Those studies generated headlines across the country and revealed that sit-down restaurant food is often higher in calories, saturated fat, and sodium than fast food.



2002

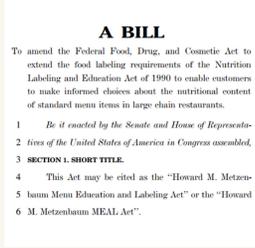
## MENU LABELING CAMPAIGN LAUNCHED

CSPI launches campaign to require calorie labeling on menus and menu boards at fast-food and other chain restaurants, working with advocates and policy makers to introduce menu labeling policies.

2003-2004

## FIRST MENU LABELING BILL IN CONGRESS

CSPI worked with former Senator Tom Harkin (D-IA) and Representative Rosa DeLauro (D-CT) to introduce the Menu Education and Labeling (MEAL) Act each Congressional session up to passage.



2006

## MOVEMENT IN NEW YORK

The New York City Board of Health, at CSPI's urging, adopts the first menu labeling policy. That rule required calorie labeling on menus and menu boards at fast-food and other chain restaurants.

2008

## FIRST STATEWIDE POLICY

CSPI worked with Public Health Advocates (then called the California Center for Public Health Advocacy) and other state advocates to pass the first state menu labeling law, signed by California Governor Arnold Schwarzenegger.



2006-2010

## MOVEMENT ACROSS COUNTRY

CSPI lends technical assistance to advocates to pass menu labeling policies in more than 20 states and localities.



2010

## NATIONAL LAW

Congress passes national law for calorie labeling on menus, menu boards, and foods on display at chain restaurants and other food establishments and for vended foods and beverages as part of the Affordable Care Act.



2011-2014

## PUSH FOR STRONG IMPLEMENTATION

CSPI meets with the FDA and White House, provides background research, and mobilizes organizations and the public for strong menu labeling regulations. On December 1, 2014, the FDA finalizes the regulations.

2010-2018

## DELAYS DUE TO OPPOSITION

Industries lobby the FDA, Congress, and the White House to exempt alcohol, movie theaters, convenience stores, and supermarkets. The FDA covers all those foods in the final rule. The FDA delays menu labeling implementation from December 1, 2015 to December 1, 2016 (the delay is a compromise to keep supermarkets and convenience stores covered).

Congress then delays menu labeling implementation from December 1, 2016 to May 5, 2017 due to lobbying by supermarkets, convenience stores, and Domino's pizza.

One week before the May 5, 2017 implementation date, the FDA delays implementation to May 7, 2018, and reopens rulemaking due to the same industry opposition.



May 7, 2018: Nationwide implementation of menu labeling