

Who Wants to Do Math When Eating Out?

Labeling per Serving v. per Menu Item



Menu labeling policies can help consumers make healthier choices when eating out.

An essential component of menu labeling is that the nutrition information be easy-to-find and easy-to-use. **However, some restaurants are pushing to list information per serving rather than per menu item, making it more difficult for customers to understand and use nutrition information at restaurants.**

Serving size information on packaged foods can be confusing. In one study, two-thirds of people could not correctly calculate the nutrition information in a 20-ounce bottle of soda that was labeled as 2.5 servings.¹

Nutrition Facts		
Serving Size: 1/3 bar (36 gms)		
Amount per serving		
Calories 170 Calories from Fat 81		
		% Daily Value
Total Fat 9g		14%
Saturated Fat 3.5g		18%
Cholesterol 5mg		2%
Sodium 90mg		4%
Total Carbohydrates 22g		7%
Dietary Fiber 1g		4%
Sugars 18g		
Protein 3g		6%

How many calories are in a King Size Snickers Bar?

Nutrition Facts		
Serving Size: 1/2 can – 1 cup – 244g		
Amount Per Serving		
Calories 250 Calories from Fat 80		
		% Daily Value
Total Fat 9g		14%
Saturated Fat 3.5g		18%
Cholesterol 15g		5%
Sodium 950g		40%
Total Carbohydrate 35g		12%
Dietary Fiber 3g		12%
Sugars 5g		
Protein 9g		16%

How much sodium is in a can of Chef Boyardee Ravioli?

People will have similar difficulties understanding the nutrition information for menu items if they are labeled as having more than one serving. In addition, it would be deceptive to label muffins, pastries, desserts, entrees, and other menu items as multiple servings when they are usually consumed by one person.

People tend to finish what is on their plate when eating out. In one study, **69%** of people said they finished their meal in a restaurant most or all of the time. **30%** of people said they based the amount of food they eat on how much they are served.²

Ruby Tuesday's Chicken Quesadilla

Per serving
(4 serv. per order):
Calories: 139
Sat. Fat: 7g



Ruby Tuesday's Spinach Artichoke Dip

Per serving
(4 serv. per order):
Calories: 300
Sat. Fat: 2g



Pizza Hut Hot Wings

Per serving
(Serv. = 2 wings):
Calories: 120
Sat. Fat: 2g
Sodium: 500mg



Order Size:
Small (10 wings)
Large (20 wings)

Pizza Hut Pepperoni P'Zone

Per Serving
(2 serv. per order):
Calories: 630
Sat. Fat: 11g
Sodium: 1610mg



Add it Up!

Is this what you want to be doing when eating out?

1. You are having a Chicken Quesadilla appetizer as a meal. You are eating:
_____ Calories _____ Saturated Fat
2. Three people are splitting the Spinach Artichoke Dip. They are each eating:
_____ Calories
3. Two people are splitting the large order of Hot Wings. They are each eating:
_____ Sodium
4. The TV commercial for the P'Zone tells you that it's "yours alone!" If you have a Pepperoni P'Zone for dinner, you are eating:
_____ Calories _____ Sodium

For more information visit: www.menulabeling.org
or contact: nutritionpolicy@espinet.org



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References:

1. Rothman, R., Housam, R., Weiss, H. et al. "Patient Understanding of Food Labels: The Role of Literacy and Numeracy." *American Journal of Preventative Medicine* 2006, vol. 31 (5), pp. 391-398.
2. American Institute for Cancer Research. *Awareness and Action: AICR Surveys on Portion Size, Nutrition, and Cancer Risk*. Washington, DC. AICR, 2003.

Answers: 1. 556 calories, 28g saturated fat 2. 400 calories 3. 2500mg sodium 4. 1260 calories, 3220mg sodium