

You've heard a lot
of things about

SB 120

Padilla-Migden

We want you to know the truth...



Myth #1

SB 120 Won't Solve
the Obesity Crisis

REALITY: No single strategy will solve the obesity crisis by itself. Health experts agree that menu labeling will assist consumers in making healthier food choices. Three-quarters of adults use packaged food labels, and their use is associated with more healthful diets.¹

Myth #2

Most Meals Are
Eaten At Home

REALITY: Almost half of adults (44%) go to a restaurant on any given day.² Americans spend almost half (46%) of their food dollars on away-from-home foods.³

Myth #3

The Nutritional Content
of the Same Dish Can Vary
Significantly

REALITY: Food preparation in chain restaurants is highly standardized. Kitchen staff are required to follow strict instructions in preparing food. Even so, the bill provides for a disclaimer allowing for slight variations in nutritional content

Myth #4

The Information Will
Overwhelm Consumers

REALITY: 84% of Californians support mandatory menu labeling.⁴ Only one piece of information is required on menu boards: calories. On printed menus, there will also be carbohydrates, sodium, and saturated/transfat – the information needed by Californians with chronic conditions like heart disease and diabetes.

Myth #5

SB 120 Creates a
Financial Burden

REALITY: Costs to chain restaurants for menu labeling will be nominal. Restaurants already regularly update their menus and menu boards, and most large chains already have nutrition information about their menu items.

Myth #6

SB 120 Hampers
Innovation

REALITY: SB 120 requires nutrition information only for standard menu items. It does not apply to customized orders or daily specials.

Myth #7

Nutritional Information
is Already Available

REALITY: Only one-third of restaurants currently provide nutritional information, and it is provided in ways customers cannot readily use. SB 120 will ensure that consumers have nutrition information where it will be most helpful to them.

¹ US Dept of Health and Human Services, *Healthy People 2000*, DHHS Publication 01-0256.

² "Ad Age Almanac: Eating Out." Advertising Age, December 31, 2001, P. 22.

³ National Restaurant Association (NRA). "Industry at a Glance." Accessed at <http://www.restaurant.org/research/ind_glance.cfm> on April 12, 2002.

⁴ Field Research Poll of 523 registered voters conducted March 20-31, 2007.