

Nutrition labelling on menus in South Australia



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Summary and key findings

Fast food restaurants in South Australia are currently not required to provide any nutritional information to consumers. Evidence suggests that the existence of nutrition information at the point-of-purchase and on menus/menu boards supports consumers to make more informed choices when purchasing food and drinks from fast food restaurants.

In 2010 an audit was conducted in South Australia to provide a snapshot of current nutrition labelling activities across the state. Fast food chain stores with a minimum of five outlets operating in South Australia were identified and data collected on the availability of nutrition information in-store and on websites. Forty fast food companies were included in the audit, with one store from each chain being audited. These stores were selected via a convenience sampling methodology. Consistency across chains was assumed.

Of the 40 companies included in the study, only 2 had nutrition information openly available to the customer at the point-of-purchase/pre-purchase at the time of the visit. Twenty companies had nutrition information available on the company website and 14 had information available in-store but for 12 of these the information had to be requested.

The findings highlight the lack of accessible nutrition information available to fast food consumers in South Australia at the point-of-purchase.

The Heart Foundation is calling on the state and federal government to introduce mandatory nutrition labelling on menus and menu boards. This would ensure consumers were better informed to make healthier choices and enable compliance and consistency across the industry.

1. Background

The foodservice sector represents a major contributor to mealtimes for many Australians. In 2009, 1.6 billion meals served were from fast food outlets, of which 60% were fast food restaurant and snack food chain stores. The demand for a range of fast foods is driven by an increase in real household disposable income, age distribution of the population, competition from supermarkets and convenience stores, and growth in the variety of easy-to-prepare meals¹.

There is a growing need for a range of healthier foods to be available for people who eat out. Lack of knowledge and understanding of the nutritional value of foods eaten away from home² may mean that Australians who eat out often do not consider the impact of takeaway foods on their overall diet and long-term health.

The nutritional profile of foods eaten away from home is of concern, considering many foods have high levels of saturated fat and high energy (kilojoule) content^{3,4,5}. Frequent intake of fast food has been associated with increased energy intake, weight gain, overweight, and obesity⁶ yet, despite this evidence, fast food outlets in Australia are not required to provide any nutritional information to consumers.

Evidence suggests consumers are more likely to notice nutrition information if it's on the menu or menu board⁷, which has been cited as the most influential factor when choosing food from a fast food outlet. Internationally, work to implement nutrition labelling on menus and at point-of-purchase has already begun with governments focusing on fast food chains that sell the most meals - those with 15 to 200 outlets - aiming to have the greatest public health benefit. In 2009, the UK Food Standards Agency launched a voluntary trial of nutrition labelling on menus, listing energy (kilojoule) counts next to products on shelves, menus, and cash registers⁸, while earlier this year the US Government passed healthcare legislation requiring chain restaurants with 20 or more outlets to provide nutritional information to consumers at the point-of-purchase⁹.

Nationally, at least two states have made progress on menu labelling. The Victorian Labor Government recently announced it would implement a menu disclosure scheme by 2012 requiring foodservice businesses with 50 or more outlets in Victoria, or 200 or more outlets nationally, to disclose the energy content in kilojoules on all menus, menu boards and food tags and to also include a daily kilojoule intake statement on these items. In New South Wales (NSW), fast food retailers will be required to display kilojoule information under new laws coming into effect in February 2011. These laws will apply to any standard food outlet with 20 or more stores in NSW, or 50 or more stores nationally, including businesses such as major fast food, bakery, coffee, and doughnut chains. The kilojoule content must be clearly and legibly placed on menu boards (adjacent to the price of the product and at least the same size as the price). Menu boards must also prominently feature the average adult daily energy intake of 8700kJ. The NSW government has also committed \$1.5 million for an evaluation of the initiative and supporting educational materials to help consumers understand kilojoule labelling and energy consumption¹⁰.

At the Australian Health Minister's Conference in November 2010, the Ministers supported the development of a national approach to reduce intakes of energy, saturated fat, sugar and salt from fast foods and the provision of point of sale dietary information.

The Heart Foundation has reviewed key menu labelling studies and acknowledges that the evidence is still developing. Previous research conducted in the United States has confirmed people tend to underestimate the fat and energy content of menu items¹¹ while including energy (kilojoules) and other nutrient values on menus may influence purchasing behaviour¹².

The Heart Foundation undertook the following audit to assess the current availability of nutrition information at the point-of-purchase in fast food outlets in South Australia (SA). The audit was conducted during October and November 2010.

2. Methods

Under South Australia's Food Act 2001 Section 112 Disclosure of Certain Information¹³, a food business that is carried on at five or more separate locations is considered to be a "multiple-site food business". Where a multiple-site food business sells standardised food directly to the public, it must ensure that information relating to any ingredient that complies with the requirements of the regulations is available for persons who may order or purchase that food (Appendix 1). For this reason, chains with a minimum of five operating outlets in SA, to which future regulations may potentially apply, were included in the audit. Only standard menu items were relevant and this was defined as a food item listed on a menu or menu board for more than 90 days per calendar year, thus not applicable to daily specials or custom orders.

The most prominent fast food chains both nationally and locally have been identified elsewhere¹⁴. The number and location of outlets were determined and cross checked for accuracy from both the company's website (via "Store Locator") and the 2011 South Australian Yellow Pages under "Cafes", "Pizzas", "Restaurants", and "Take Away Food". This manual search also identified a further 14 companies with 5 or more outlets in SA bringing the total number audited to 40. It is acknowledged there may be more chains that were not identified.

Data on the availability of nutrition information as provided by the company at point-of-purchase, in-store and via the company website was collected for each of these chains.

Company websites were accessed from 11th to 31st October 2010, and were individually assessed on the extent and availability of nutrition information. Where information was available on the website, the extent of the information provided was noted (Appendix 3).

Where information was not located on the website, the company was contacted via email (preferred method), or telephone, using the contact details provided on the website. Each company was asked for any nutrition information available for

any of the products sold. To avoid bias, companies were not informed of the project.

If nutrition information was not available on the website but was available after contact via email or telephone this was recorded as “Nutrition information available by request only”.

After each company website had been sourced, each outlet was then visually inspected. Inspections took place from October 25th to November 17th 2010. One outlet from every company identified was selected at random representing a convenient sample.

Site visits were conducted by one staff member whom filled out an outlet inspection form (see Appendix 2) specifically developed for the project. The first inspection form was developed and piloted with five outlets in Adelaide’s CBD to determine if any further information may need to be sourced from the outlets and to assist in developing the methodological approach to inspection. After the first pilot, the inspection form was refined and piloted again at five different outlets. The same staff member undertook each inspection with a strict methodological approach to ensure consistency.

The majority of outlet inspections were conducted in off-peak times (outside of the 12-2pm lunch rush, and 6-9pm dinner rush). It was observed that if a customer enquiry occurred during the peak period this could be an inconvenience to staff and may impact on whether the information is provided. A “mystery shopper” approach was undertaken, again to avoid bias and represent what information is available to the everyday consumer. Only one staff member from each outlet was approached and asked if “any nutrition information was available for any of their products”. Where staff were unsure what was meant by “nutrition information” this was expanded on by saying “such as the energy or calories in the food, like the fat or sugar content”.

Limitations of this project need to be identified. The outlets visited represent a convenience sample for which only one outlet from every company was inspected.

It is assumed that food and beverage items are standardised across stores as well as their provision of nutrition information being consistent.

3. Results

40 commercial food service companies were identified with a minimum of 5 outlets operating in South Australia. These were divided into the three broad categories of Cafes; Quick Service Restaurants; and Snack Food Stores (Table 1) in line with the categories in the *Fast Food in Australia* report. The results of the in-store inspections in terms of the extent and availability of nutrition information are summarised in Tables 2-6.

Table 1: Summary of SA foodservice businesses with ≥ 5 outlets*

Outlet Category	Sub-category	Company Name	Number of outlets in SA	Number of Outlets in Australia (incl SA)
Cafes	Café/coffee shop chain stores, including independent stores	McCafe	31	453
		Gloria Jeans	21	461
		Café Primo	21	21
		Billy Baxter's	15	31
		Cibo Espresso	10	14
		Hudson's Coffee	11	38
		BB's Café	8	43
		Bean Bar	8	8
		The Coffee Club	9	188
		Un Caffé Bar	7	7
		Funk Coffee and Food	7	7
		Caffe Buongiorno	6	6
	Bakery chain stores	Bakers Delight	56	542
		Cheesecake Shop	17	189
		Michel's Patisserie	23	325
		Brumby's	18	298
		Cookie Man	5	44
Quick service restaurants	Fast food chain stores	Subway	112	1121
		McDonalds	46	761
		KFC	45	524
		Hungry Jacks	34	325
		Domino's Pizza	25	434
		Pizza Hut	22	366
		Red Rooster	16	366

Outlet Category	Sub-category	Company Name	Number of outlets in SA	Number of Outlets in Australia (incl SA)
		Eagle Boys Pizza	9	311
		Nando's	7	112
		Noodle Box	10	80
	Small chain stores	Barnacle Bill	21	21
		Fasta Pasta	15	35
		WokinaBox	15	32
		Cherry Blossom Sushi	14	14
		Australia's Pizza House	12	12
		Red Rock Noodle Bar	9	Not known
		Marcellina Pizza	9	9
		Pedro's Pizza	6	10
Snack food stores	Snack food chain stores	Donut King	11	317
		Muffin Break	6	177
	Ice-cream chain stores	Wendy's	41	258
		Cold Rock	6	95
	Juice bars	Boost Juice	13	196

*Source of Information: BIS Shrapnel Pty Ltd, and Company Websites: Store Locations, SA Yellow Pages.

3.1 *Café/coffee shop chain stores*

Table 2 displays the availability of nutrition information in the 12 café/coffee shop chain stores. Four stores had nutrition information available on-line and in-store. This was in the form of a complete nutrition information panel (NIP) for the majority of products served in-store. Information in-store was only available on request and was otherwise not available at point-of-purchase. See Appendix 3 for more detail regarding availability of nutrition information both in-store and online.

Table 2: Availability of nutrition information in foodservice outlets in SA. Category: Cafes. Subcategory: Café/coffee shop chain stores, including independent stores

Company/Outlet	Nutrition information Available In-Store			Extent of Information/Comments
	<i>At point of sale</i>	<i>On request only</i>	<i>None</i>	
McCafe		✓		Booklet behind counter for staff only; Contains complete NIP as presented on the website.
Gloria Jeans		✓		Booklet behind counter for staff only; Contains complete NIP as presented on the website.
Café Primo			✓	No Nutrition Information Available.
Billy Baxter's			✓	No Nutrition Information Available.
Cibo Espresso			✓	No Nutrition Information Available.
Hudson's Coffee		✓		NIP available only for some products sold in-store. More information online.
BB's Café			✓	No Nutrition Information Available.
Bean Bar			✓	No Nutrition Information Available.
The Coffee Club		✓		Brochure with complete NIP for most meal items, per serve and per 100g.
Un Caffé Bar			✓	No Nutrition Information Available.
Funk Food & Coffee			✓	No Nutrition Information Available.

Company/Outlet	Nutrition information Available In-Store			Extent of Information/Comments
	<i>At point of sale</i>	<i>On request only</i>	<i>None</i>	
Caffe Buongiorno			✓	No Nutrition Information Available. Stores not a franchise group or have any commercial agreements; Are individually owned and operated with individual menus.

3.2 Bakery chain stores

Table 3 displays the availability of nutrition information in the five Bakery chain stores. Only one store had nutrition information available on-line in the form of a complete nutrition information panel. When contacted, three stores had nutrition information available on request. When visually inspected, only two stores had information available in-store and this was only available on request.

Table 3: Availability of Nutrition Information in Foodservice Outlets in SA.

Category: Cafes. Subcategory: Bakery chain stores

Company/Outlet	Nutrition Information Available In-Store			Extent of Information/Comments
	<i>At point of sale</i>	<i>On request only</i>	<i>None</i>	
Bakers Delight		✓		Complete NIP available printed from the register. Available for all products.
Cheesecake Shop			✓	Full ingredient and allergen listing easily available and printed from the register, but no NIP.
Michel's Patisserie			✓	Staff suggested calling Michel's directly and information may be available by request.
Brumby's		✓		Book available behind the counter with complete NIP for the majority of products sold; Energy in kJ; per serve and per 100g; serving sizes provided.

Company/Outlet	Nutrition Information Available			Extent of Information/Comments
	In-Store			
	<i>At point of sale</i>	<i>On request only</i>	<i>None</i>	
Cookie Man			✓	Ingredient and allergen listing available behind counter, but no NIP.

3.3 Fast food chain stores

Table 4 displays the availability of nutrition information in Fast Food chain stores, of which ten were identified. All ten stores had nutrition information available online in the form of a complete nutrition information panel. When visually inspected, only four stores had information available in-store. Two of these stores, Subway and Nando's, had nutrition information available at the point-of-purchase/pre-purchase without having to request it. The other two stores had information available on request only. In three outlets where information was unavailable in-store, staff suggested trying another outlet which may have more information or more senior staff whom may know more; they also suggested that the company website may contain nutrition information.

The nutritional information Subway provided in-store was in the form of an A4 poster on either the side wall with minimal visibility, or on the front counter with very small text causing difficulty in the readability. This information was only for a select few sandwiches, not the entire menu, and it's also important to note that by the time a customer makes their way to the front counter where this information is displayed, their decision on what to purchase is likely to already be made. Further, for the "6 grams of fat or less" range of sandwiches, the fat content does not apply to additions such as cheese or salad dressings and many customers would be unaware of this.

Nando's provided nutrition information pre-purchase in the form of a leaflet that contains a complete nutrition information panel (NIP) for the entire menu. This leaflet was placed on a side table at a location which, while close to the front counter, was not clearly visible to the consumer unless they were especially

looking for it. Additionally, the size of the text is quite small as is necessary to fit all of the information into the one leaflet.

Table 4: Availability of Nutrition Information in Foodservice Outlets in SA
Category: Quick Service Restaurants (Fast Food). Subcategory: Fast food chain stores

Company/Outlet	Nutrition Information Available In-Store			Extent of Information/Comments
	<i>At point of sale</i>	<i>On request only</i>	<i>None</i>	
Subway	✓ (Limited items)	✓		Some information available at point of sale and even more when it was requested. A4 poster on display with complete NIP only for <i>some</i> products; pamphlet with complete NIP; and napkin displays total Energy, Fat, and Saturated Fat only for <i>some</i> sandwiches.
McDonalds		✓		Complete NIP and % Daily Intake provided on food packaging/wrappers (not pre-purchase); Complete NIP also available in staff book behind the counter. Energy in kJ; Per serve and per 100g.
KFC		✓		Pamphlet with complete NIP. Information same depth as on website.
Hungry Jacks		?	✓	No Nutrition Information Available. Staff said they usually do but could not find pamphlet at the time.
Domino's Pizza			✓	No Nutrition Information Available.
Pizza Hut			✓	No Nutrition Information Available.
Red Rooster		?	✓	No Nutrition Information Available. Staff said they usually do but could not find pamphlet at the time.
Eagle Boys Pizza			✓	No Nutrition Information Available. Staff recommended looking on the website.

Company/Outlet	Nutrition Information Available In-Store			Extent of Information/Comments
	<i>At point of sale</i>	<i>On request only</i>	<i>None</i>	
Nando's	✓			Pamphlet available pre-purchase close to front counter. Information the same as on the website.
Noodle Box			✓	No Nutrition Information Available. Menu does offer 97% fat free options.

3.4 Small chain stores

Table 5 displays the availability of nutrition information for the eight small chain stores identified. Two stores had nutrition information available on-line and only one of these had information available in-store, presented as the same nutrition information panel located on the website. This information had to be requested.

Table 5: Availability of nutrition information in foodservice outlets in SA.
Category: Quick Service Restaurants (Fast Food). Subcategory: Small chain stores

Company/Outlet	Nutrition Information Available In-Store			Extent of Information/Comments
	<i>At point of sale</i>	<i>On request only</i>	<i>None</i>	
Barnacle Bill			✓	No Nutrition Information Available.
Fasta Pasta			✓	No Nutrition Information Available.
Wokinabox		✓		Pamphlet available on request. Complete NIP; Energy in Cal; per serve and per 100g; serving sizes provided. Menu offers 95% fat free options.
Cherry Blossom Sushi			✓	No Nutrition Information Available.
Australia's Pizza House			✓	No Nutrition Information Available.
Red Rock Noodle Bar			✓	No Nutrition Information Available.
Marcellina Pizza			✓	No Nutrition Information Available.
Pedro's Pizza			✓	No Nutrition Information Available. Do offer "Healthy Choice" pizzas.

3.5 *Snack Food Stores*

Table 6 displays the availability of nutrition information in snack food stores, five of which were identified. Four stores had nutrition information available on-line. The one store with no information available on-line had this information when it was requested via email.

Three stores had nutrition information available in-store on request but it was not available for all of the products sold at one of these stores.

Table 6: Availability of Nutrition Information in Commercial Foodservice Outlets in SA. Category: Snack Food Stores

Company/Outlet	Nutrition Information Available In-Store			Extent of Information/Comments
	<i>At point of sale</i>	<i>On request only</i>	<i>None</i>	
Donut King			✓	No Nutrition Information Available.
Muffin Break		✓		Leaflet available on select food items only. Complete NIP for select items were per serve and per 100g.
Wendy's		✓		Booklet for staff with complete NIP as displayed on website. No take away information for customers.
Cold Rock Ice Creamery			✓	No Nutrition Information Available.
Boost Juice		✓		Brochure available on request with complete NIP as displayed on the website.

3.6 Overview: Availability of Nutrition Information

In summary, 20 outlets (50%) had nutrition information available on the company website suggesting that many companies do have this information available for consumers, just not at the point-of-purchase. The larger fast food chain outlets, for example McDonalds, KFC and Subway were the companies with the most nutrition information available online, provided as a complete nutrition information panel.

A further 4 stores, which did not have nutrition information on the website, did have information available when it was requested either via email or telephone, hence not readily available for consumers.

14 stores had information available in-store but for 12 of these it had to be requested. Thus, only 2 of the 40 stores visited had nutrition information available to the customer at the point-of-purchase/pre-purchase.

Table 7: Summary of availability of Nutrition Information

Food Outlet Category	Companies (n=)	Point-of-purchase (n=)	Online (n=)	On request only	
				Email/Ph (n=)	In-store (n=)
Café/Coffee Shop Chain Store	12	0	4	1	4
Bakery Chain Store	5	0	1	1	2
Fast Food Chain Store	10	2	9	0	2
Small Chain Store	8	0	2	1	1
Snack Food Stores	5	0	4	1	3
Total Number	40	2	20	4	12

4. Discussion and conclusion

The objective of the audit was to take a snapshot of the point-of-purchase nutrition labelling activity at fast food chains in SA. It was found that the majority (95%) of the 40 chains audited do not provide nutrition information pre-purchase and none have nutritional information available on the main menu (including menu boards, table menus). Many outlets boasted claims, advertising products as being low fat or high fibre however they were seldom supported by any nutritional evidence.

Only two foodservice outlets, Subway and Nando's, had nutritional information available to the customer pre-purchase but in neither case was this on the menu board. A further 12 outlets had nutrition information available in-store but only provided on request.

The foodservice industry has voluntarily started providing nutrition information to consumers, including nutrition information panels¹⁵ and daily intake percentages, via company websites and other sources e.g. wrappers. For example, McDonalds Australia provides nutrition labelling on products with percentage daily intake (%DI) for protein, fats, saturated fats, carbohydrates, sugar, and sodium. Percentages are set against an average adult diet as determined by Food Standards Australia New Zealand (FSANZ)¹⁶. However this is unlikely to significantly contribute to customers making healthier choices as it is only available post-purchase and does not allow comparison with other menu items. If such information was made available and clearly visible on menu boards, customers will be more informed at a point *before* purchase, providing them with the ability to make healthier meal choices prior to ordering.

Companies, however, are yet to move to menu labelling. Research overseas shows that companies perceive nutrition labelling may have a negative effect on annual sales volume, with other obstacles identified including too many menu variations, limited space on the menu for labelling, loss of flexibility in changing the menu, and difficulty training employees to implement nutrition labelling¹⁷.

With Victoria and New South Wales already making progress on menu labelling, the time is right for South Australia to also take action.

Fast food labelling is intended to assist consumers to make healthier food choices and, as result, help address the growing prevalence of diet related chronic conditions such as diabetes and cardiovascular disease.

As a minimum requirement, the total energy (kilojoules) per serve should be labelled on the menu/menu board and reference made to the average adult energy intake. A complete nutrition information panel should also be provided for all standard food items in onsite brochures or posters that consumers can easily find and read.

This audit highlights the lack of information available to fast food consumers in SA at point-of-purchase.

The Heart Foundation calls for state, territory and federal governments to:

- legislate and enforce mandatory nutrition labelling on menus and menu boards at point-of-purchase
- fund and run an education campaign to help Australians understand what menu labelling means and how to use it to choose healthier foods
- monitor and evaluate the menu labelling initiative to determine efficacy in Australia
- fund and/or support further research to build evidence for future action, as identified by the Heart Foundation.

Specifically, mandatory nutrition labelling on menus and menu boards should:

- apply to cafés (café/coffee chain outlets, including independent stores and bakery chains), fast food/quick service restaurants (fast food chain stores and independent fast food outlets) and snack food outlets (snack food chain stores, ice cream chain stores and juice bars) with 20 or more sites and standard menu items
- label energy (kilojoule) per serve as a minimum and saturated fat and sodium/salt per serve optimally, and refer to daily intake of kilojoules

- provide nutrition information next to the menu item, at the point-of-purchase, in a format that makes sure consumers have the best chance of seeing the information
- provide a full nutrition information panel for all standard food items in onsite brochures or posters that consumers can easily find and read.

Governments should also support food industry to provide a greater number of menu options that contain more fibre and less energy (kilojoule), saturated and trans fats and sodium/salt. This can be achieved through food and recipe reformulation, and by using healthier ingredients and cooking method

5. Appendices

Appendix 1: South Australian Food Act 2001, Section 112

112—Disclosure of certain information

(1) A person who is carrying on business as part of a multiple-site food business at which standardised food that is unpackaged, or packaged at the point of sale, is sold directly to the public must ensure that information relating to—

- (a) any ingredient or additive of a prescribed class in that food; and
- (b) any modification of a prescribed class that has occurred to any material contained in that food; and
- (c) any other matter of a prescribed class, that complies with the requirements of the regulations is available for persons who may order or purchase that food.

(2) The regulations may—

- (a) prescribe the manner in which the information required under subsection (1) is to be made available to members of the public;
- (b) exclude certain classes of food business, or certain classes of food, from the operation of subsection (1).

(3) A person must not, without reasonable excuse, fail to comply with a requirement imposed by or under this section.

Maximum penalty: \$2 500.

Expiation fee: \$125.

(4) In this section—

multiple-site food business means a food business that is carried on at five or more Separate locations (including where the business is carried on under one or more franchise agreements);

standardised food—standardised food is food sold as part of a multiple-site food business that is intended to be the same (or substantially the same) when purchased at any location where the multiple-site food business is carried on.

Appendix 2: Inspection form

		Date/Time:
Company/Outlet: Category:		Store Location:
1. Enter outlet – First Impressions		Comments:
Can you Dine in?	Yes/No	
Can you Takeaway?	Yes/No	
Scan Outlet. Is any nutrition information clearly visible? (If so, refer to reference table overleaf)	Yes/No	
2. Format of the Main Menu (s)		Comments:
Menu board	Yes/No	
Table menu	Yes/No	
Label above product	Yes/No	
Other?	Yes/No	
Is there any Nutrition Information displayed on any of the menus mentioned above? (If so, refer to reference table overleaf)	Yes/No	
3. Other sources of nutrition information		Comments:
Look around outlet again. Is any nutrition information provided? (If so, refer to reference table overleaf)	Yes/No	
4. Enquire with staff		Comments:
“Hi. I was wondering if you have any nutrition information available for any of your products. Like how many calories?” If Yes, describe as suggested above:	Yes/No	
“Do you have a take away menu?”	Yes/No	
5. Other Issues to Note?		Comments:

Reference Table for When Nutrition Information is Available:		✓/✗
Location	At point-of-purchase	
	Behind the counter	
	Other	
Readability	Font Size	
	Colour	
	Other	
Design Format - Also consider Size	Menu Board	
	Other Menu	
	Brochure	
	Poster	
	Product wrappers	
	Other	
Extent of Menu Items Nutrition Information is provided for	All Food	
	All Beverages	
	Select items only	
Extent of Information	Complete Nutrition Information Panel	
	Certain nutrients only (from NIP)	
	%Daily Intake	
	Extra Nutrients	
	Per Serve	
	Per 100g/ml	
	Serving size provided	
Other Nutrition/Health related Claims		

Appendix 3: Availability of nutrition information in commercial foodservice outlets in SA

Category 1: Cafes
Subcategory a) Café/coffee shop chain stores, including independent stores

Company/Outlet	Nutrition information		Extent of Information/Comments
McCafe	Website	✓	Website: Complete NIP; Information correct as of Aug 2010; Energy in kJ and Cal; Per serve and per 100ml; Serving sizes <u>not</u> provided. In-store: Only by request. Booklet behind counter for staff only; no information for customers to takeaway. Booklet contains complete NIP as presented on the website.
	In-store	✓	
	By Request only		
	None		
Gloria Jeans	Website	✓	Website: Complete NIP; Energy in kJ and Cal; Per serve and per 100ml; serving sizes provided. In-store: Only by request. Booklet behind counter available for customers to read/staff to look up for the customer. Complete NIP as provided on the website.
	In-store	✓	
	By Request only		
	None		
Café Primo	Website		Via Email: No information currently available but something the company is looking into. In-store: None.
	In-store		
	By Request only		
	None	✓	
Billy Baxter's	Website		None.
	In-store		
	By Request only		
	None	✓	
Cibo Espresso	Website		Via Email: Only provided the ingredients listing, and only available for <u>some</u> products. Further detail will hopefully be available in the future. In-store: None.
	In-store		
	By Request only		
	None	✓	
Hudson's Coffee	Website	✓	Website: Complete NIP for beverages only. Complete NIP for <u>some</u> food items available by request only. Energy in kJ; Per serve and per 100ml/g for most items; serving sizes provided. In-store: Only by request. Complete NIP available for various products sold in-store.
	In-store	✓	
	By Request only		
	None		
BB's Café	Website		(Website) By Request Only: Complete NIP for various products sold in-store; Energy in kJ and Cal; Per serve and per 100g; Serving sizes provided. In-store: None.
	In-store		
	By Request only	✓	
	None		
Bean Bar	Website		None.
	In-store		
	By Request only		

Company/Outlet	Nutrition information		Extent of Information/Comments
	None	✓	
The Coffee Club	Website	✓	Website: Complete NIP for most food items; Energy in kJ; Per serve and per 100g; serving sizes provided; Sometimes include other nutrients e.g. Calcium, Iron, Cholesterol. Website has added comments on their menu in accordance with FSANZ ⁱ (e.g. high fibre, low fat). Also have a “Nutrition Indicator” – virtual nutrition centre. In store: By request only, a brochure with complete NIP for most meal items, per serve and per 100g.
	In-store	✓	
	By Request only		
	None		
Un Caffé Bar	Website		None.
	In-store		
	By Request only		
	None	✓	
Funk Food & Coffee	Website		None.
	In-store		
	By Request only		
	None	✓	
Caffe Buongiorno	Website		None. Stores vary - not a franchise group or have any commercial agreements. Stores are individually owned and operated with individual menus. Modbury Store does offer some “Healthy Choices” as accredited by a dietitian from “Healthy Menus”.
	In-store		
	By Request only		
	None	✓	

Category 1: Cafes
Subcategory b) Bakery chain stores

Company/Outlet	Nutrition information		Extent of Information/Comments
Bakers Delight	Website	✓	Website: Complete NIP; % Daily intake; Energy in kJ and Cal; Per serve and per 100g; serving sizes provided In-store: By request only, complete NIP available printed from the register. Available for all products.
	In-store	✓	
	By Request only		
	None		
Cheesecake Shop	Website		Via Phone: Informed by staff that nutritional information would be available in-store. In-store: Full ingredient and allergen listing easily available and printed from the register, but no NIP.
	In-store		
	By Request only		
	None	✓	
Michel's Patisserie	Website		(Website) By Request Only: Complete NIP for various products sold in-store; Energy in kJ and Cal; Per serve and per 100g; Serving sizes provided. In-store: Staff suggested calling Michel's directly and information may be available by request.
	In-store		
	By Request only	✓	
	None		
Brumby's	Website		In-store: By request only, book available behind the counter with complete NIP for the majority of
	In-store	✓	

	By Request only		products sold; Energy in kJ; Per serve and per 100g; serving sizes provided.
	None		
Cookie Man	Website		Website: Contains link to “request nutrition information” – no reply. Via Phone: informed by staff that information would be available in-store. In-store: none.
	In-store		
	By Request only		
	None	✓	

Category 2: Quick Service Restaurants (Fast Food)

Subcategory a) Fast food chain stores

Company/Outlet	Nutrition information		Extent of Information/Comments
Subway	Website	✓	Website: Complete NIP; Also provide advice on how to reduce fat, calories, sodium, and add fibre; Energy in kJ and Cal; Per serve and per 100ml; Serving sizes and standard ingredients provided (based on the most common formulas and ingredients). In-store: Various information available including an A4 poster on display with complete NIP only for <u>some</u> products. Complete NIP also provided on a pamphlet when requested. Also provided with a napkin containing total Energy, Fat, and Saturated Fat for <u>some</u> sandwiches;
	In-store	✓	
	By Request only		
	None		
McDonalds	Website	✓	Website: Complete NIP; Information correct as of Sept 2010; Energy in kJ and Cal; Per serve and per 100ml/g; serving sizes <u>not</u> provided. In-store: Complete NIP and % Daily Intake provided on food packaging/wrappers (not pre-purchase); Complete NIP also available in staff book behind the counter. Energy in kJ; Per serve and per 100g.
	In-store	✓	
	By Request only		
	None		
KFC	Website	✓	Website: Complete NIP; Information correct as of Sept 2008; Energy in kJ; Per serve and per 100ml; serving sizes provided; Nutrition page with advice on making healthier choices. In-store: By request only – pamphlet with complete NIP. Information same depth as on website.
	In-store	✓	
	By Request only		
	None		
Hungry Jacks	Website	✓	Website: Complete NIP; Energy in kJ only; Per serve and per 100ml; serving sizes not provided; In-store: None. Staff suggested trying another store, as they usually have a pamphlet but couldn't find anything at the time.
	In-store		
	By Request only		
	None		
Domino's Pizza	Website	✓	Website: Complete NIP. Information correct as of Sept 2010; Energy in kJ and Cal; Per serve and per 100g; serving sizes provided. In-store: None.
	In-store		
	By Request only		
	None		
Pizza Hut	Website	✓	Website: Complete NIP. Information correct as of Aug 2008; Energy in kJ and Cal; Per serve and per 100g; serving sizes provided. In-store: None.
	In-store		
	By Request only		
	None		
Red Rooster	Website	✓	Website: Complete NIP; Energy in kJ and Cal; Per serve and per 100g; serving sizes provided. In-store: None. Staff said they usually do but could not find pamphlet at the time.
	In-store		
	By Request only		
	None		

Company/Outlet	Nutrition information		Extent of Information/Comments
Eagle Boys Pizza	Website	✓	Website: Complete NIP; Energy in kJ and Cal; Per 100g; serving sizes provided; nutrition information provided for various pizza bases (thin, deep pan etc) and side dishes. In-store: None. Staff recommended looking on the website.
	In-store		
	By Request only		
	None		
Nando's	Website	✓	Website: Complete NIP for entire menu; Energy in kJ and Cal; Per serve and per 100g; serving sizes provided. Promotes "Trim, taut, and terrific" - 5% fat or less options; and "Protein Packed" with 30g or more per serve. In-store: Pamphlet available pre-purchase close to front counter. Information the same as on the website.
	In-store	✓	
	By Request only		
	None		
Noodle Box	Website	✓	Website: Complete NIP; Energy in kJ only; Per serve and per 100g; average serving sizes provided; In-store: None. Menu does offer 97% fat free options.
	In-store		
	By Request only		
	None		

Category 2: Quick Service Restaurants (Fast Food)
Subcategory b) Small chain stores

Company/Outlet	Nutrition information		Extent of Information/Comments
Barnacle Bills	Website		None.
	In-store		
	By Request only		
	None	✓	
Fasta Pasta	Website		By request only - Via Phone call: Complete NIP for most meals (excludes specials); per serve and per 100g; serving sizes provided; Dietary analysis performed by Nutrition Professionals Australia. In-store: None.
	In-store		
	By Request only	✓	
	None		
Wokinabox	Website	✓	Website: Complete NIP; Energy in Cal; Per serve and per 100g; serving sizes provided (applies to Medium meals). In-store: Pamphlet available on request. Complete NIP; Energy in Cal; Per serve and per 100g; serving sizes provided. Menu offers 95% fat free options.
	In-store	✓	
	By Request only		
	None		
Cherry Blossom Sushi	Website		None.
	In-store		
	By Request only		
	None	✓	
Australia's Pizza House	Website		None.
	In-store		
	By Request only		
	None	✓	
Red Rock Noodle Bar	Website	✓	Website: Complete NIP. Energy in kJ and Cal; Per serve and per 100g; serving sizes provided. In-store: None.
	In-store		
	By Request only		
	None		
Marcellina Pizza	Website		None.

	In-store		
	By Request only		
	None	✓	
Pedro's Pizza	Website		None. Do offer "Healthy Choice" pizzas.
	In-store		
	By Request only		
	None	✓	

Category 3: Snack Food Stores

Company/Outlet	Nutrition information		Extent of Information/Comments
Donut King	Website		By request only -Via Email: Complete NIP available on request only; Energy in kJ and Cal; Per serve and per 100g; serving sizes provided. In-store: None.
	In-store		
	By Request only	✓	
	None		
Muffin Break	Website	✓	Website: Complete NIP. Energy in kJ and Cal; Per serve and per 100g; serving sizes provided. Information available for entire menu (Food – both sweet and savoury, and Beverages). In-store: Leaflet available on select food items only. Complete NIP for these select items were per serve and per 100g. Menu offers low fat, high fibre, and Weight Watchers muffins.
	In-store	✓	
	By Request only		
	None		
Wendy's	Website	✓	Website: Complete NIP; Information correct as of July 2010; Energy in kJ; Per serve and per 100g; serving sizes provided In-store: By request only. Booklet for staff with complete NIP as displayed on website. No take away information for customers.
	In-store	✓	
	By Request only		
	None		
Cold Rock Ice Creamery	Website	✓	Website: Complete NIP for ice cream flavours only, no information for dessert products or beverages; Energy in kJ; Per serve only; serving sizes provided. In-store: None.
	In-store		
	By Request only		
	None		
Boost Juice	Website	✓	Website: Complete NIP; Energy in kJ and Cal per 100ml; Multiple serving sizes provided. In-store: Brochure available on request with complete NIP as displayed on the website.
	In-store	✓	
	By Request only		
	None		

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