

# Consumer Advisory

## REQUIREMENTS FOR INFORMING CUSTOMERS

### Parts of the consumer advisory

Food establishments must use a consumer advisory whenever raw or undercooked animal food is on the menu. Your consumer advisory must include a disclosure and a reminder. You can use brochures, deli case or menu advisories, label statements, table tents, placards, or other means to display the advisory. Examples of consumer advisories are provided on page two.

#### Disclosure

A disclosure is a written statement that clearly identifies the raw or undercooked animal food or item that contains a raw or undercooked ingredient.

There are two options for disclosure:

- Include words like “raw” or “undercooked” in the description of the food.
- OR**
- Place an asterisk by the name of the food and use a footnote that states the food is served raw or undercooked, or contains (or may contain) raw or undercooked ingredients.

#### Reminder

A reminder is a written statement that eating raw or undercooked food is associated with increased risk of foodborne illness. The reminder must include an asterisk by the menu item and a footnote.

There are three options for the footnote:

- “Consuming raw or undercooked meat, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.”
- OR**
- “Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.”
- OR**
- “Written information about the safety of these items is available upon request.”

#### Restrictions

- Raw or undercooked animal food must not be served at food establishments that serve a highly susceptible population. These people are more likely to experience foodborne illness because they are preschool age children, older adults or those with compromised immune systems.
- Raw or undercooked ground meats must not be offered from a children’s menu or children’s section of any menu.

## Food commonly served raw or undercooked

Raw or Undercooked Animal Food (proteins)	Menu Items
Beef	Steak tartare, hamburgers, carpaccio, seared mechanically tenderized steak
Poultry	Roasted duck
Eggs	Soft-cooked eggs (soft boiled, poached, sunny side up, over-easy) Eggs used as an ingredient (Caesar salad, hollandaise, beverages, aioli, tiramisu, mousse, meringue pie, puddings or custards)
Fish	Sushi, raw-marinated fish, cold smoked fish, ceviche, tuna carpaccio, seared tuna, gravlax, crudo
Shellfish	Oysters, clams, mussels

## Consumer advisories

In these examples the **disclosure is in bold** and the *reminder is in italics*.

Oysters on the half shell  
**(raw oysters)\***

Hamburger **(cooked to order)\***

Ceviche **(raw fish)\***

*\*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.*

Oysters on the half shell\*

Hamburger\*

Ceviche\*

**\*These items are served raw or undercooked cooked or contain raw or undercooked ingredients.**

*Regarding the safety of these items, written information is available upon request.*

Two eggs\*served with grits and toast

Hamburger\*

Ceviche **(raw fish)\***

**\*Eggs and hamburger may be served raw or undercooked.** *Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a certain medical condition.*

## Resources

[Minnesota Department of Health Food  
Business Safety](#)  
[www.health.state.mn.us/foodbizsafety](http://www.health.state.mn.us/foodbizsafety)

Minnesota Department of Health  
Food, Pools, and Lodging Services  
PO Box 64975  
St. Paul, MN 55164-0975  
651-201-4500  
[health.foodlodging@state.mn.us](mailto:health.foodlodging@state.mn.us)  
[www.health.state.mn.us](http://www.health.state.mn.us)

Minnesota Department of Agriculture  
Food and Feed Safety Division  
625 Robert Street N  
St. Paul, MN 55155-2538  
651-201-6027  
[MDA.FFSD.Info@state.mn.us](mailto:MDA.FFSD.Info@state.mn.us)  
[www.mda.state.mn.us](http://www.mda.state.mn.us)

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*651-201-4500 or 651-201-6000. Printed on recycled*  
*paper.*