



Skagit County Public Health

Environmental Health

Food & Living Environment

Guidance for Industry – Consumer Advisory

A **consumer advisory** tells your customers that:

1. Certain foods on your menu may be raw or undercooked, and
2. They are increasing their risk of getting sick by eating those foods raw or undercooked.

Food establishments must post a consumer advisory if they serve raw or undercooked foods of animal origin, or unpasteurized (raw) fruit and vegetable juices.

A consumer advisory has two parts: **DISCLOSURE** and **REMINDER**.

DISCLOSURE

The DISCLOSURE identifies raw or undercooked foods of animal origin (meat, poultry, fish, and shellfish) or raw juices. It must be at the point where the consumer orders. You may put the DISCLOSURE on a MENU, table tent, placard, or another written form.

DISCLOSURE is satisfied when:

1. You explain the cooking status in the menu description:
 - “Oysters on the half-shell (raw oysters)”
 - “Raw-egg Caesar salad”
 - “Our steaks are cooked to order”; or
2. You put an asterisk (or other mark) next to the menu item **clearly linked** to a footnote which states that the items:
 - Are served raw or undercooked, or
 - Contain (or may contain) raw or undercooked ingredients

REMINDER

The REMINDER statement reminds consumers there is a health risk associated with eating these foods. You must put the REMINDER statement in the same location as the DISCLOSURE and where customers can easily find it.

You can also use a separate consumer advisory document as a REMINDER. For this option, you must:

- Refer to the document on the MENU with the DISCLOSURE, **or**
- Place the document somewhere consumers can review it before ordering and without having to ask for it, **and**
- Review the document design with your inspector to make sure it meets requirements

SPECIAL CONSIDERATIONS

- You may not serve raw or undercooked hamburger on a children’s menu or to a highly susceptible population.
- You may not use a consumer advisory in place of using pasteurized or cooked eggs in certain foods containing 4 or more whole or partial eggs, such as hollandaise sauce.
- You must include the REMINDER and DISCLOSURE on online ordering systems and takeout menus.

