



NATIONAL COUNCIL OF CHAIN RESTAURANTS  
of the National Retail Federation®

# NEWS RELEASE

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For Immediate Release

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## **NCCR Believes California Nutrition Disclosure Law “Well Intentioned,” Though Prefers Federal Standard**

**--Law Would Apply Only to Chains, Less Than 20% of State Restaurants--**

Washington, September 30, 2008 – The National Council of Chain Restaurants, the leading trade association exclusively representing chain restaurant companies, expressed disappointment today over a California menu labeling law to require chain restaurants to post nutritional information in specific ways. The bill, SB 1420, was signed into law today by Governor Arnold Schwarzenegger.

NCCR believes that the law is well intentioned but falls short in providing the flexibility of disclosure style that will ultimately result in more information being available to diners.

“The law would provide a statewide standard that would replace a confusing and inefficient hodgepodge of local California ordinances,” said NCCR President Jack Whipple. “However, what’s really needed is a consistent, uniform, nationwide standard so that consumers from Florida to Alaska have a clear understanding of the nutritional content of food in restaurants.”

NCCR was discouraged that the law would apply only to chains with 20 or more restaurants nationwide. Only 17,000 restaurants of the state’s more than 90,000 restaurants—less than twenty percent of eateries—would be required to post information.

“Under the California mandate, chain restaurants, many of which have been providing nutritional information for years, will be forced to provide specific information in certain ways,” said Whipple. “Non-chain restaurants, on the other hand, will not be required to provide any information to diners at all.”

The law would require California chain restaurants to provide brochures with nutritional information including carbohydrates, saturated fats, sodium and calories at the point-of-sale, including drive-thrus, by July 1, 2009. The law would also require these restaurants to post calorie content on menus and menu boards by January 2011.

Knowing that many customers want access to more information than just calories, NCCR believes that chain restaurants should be granted the flexibility to

provide consumers with a wide array of nutritional information including sodium, saturated fat, cholesterol, protein and carbohydrates, among others.

The National Council of Chain Restaurants is the leading trade association exclusively representing chain restaurant companies. For more than 40 years, NCCR has worked to advance sound public policy that best serves the interests of both chain restaurants and the millions of people they employ. NCCR members include some of the country's largest and most respected quick-serve and casual dining companies. [www.nccr.net](http://www.nccr.net)

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