



Consumer & Industry Services

Tennessee Department of Agriculture

Fact Sheet: Consumer Advisory

Beginning **July 1, 2015**, Tennessee food establishments that offer raw or undercooked animal derived foods must provide a Consumer Advisory to inform consumers of increased risk of foodborne illness. Please refer to the [Retail Food Sanitation Rule 0080-04-09-.03\(b\)\(c\)](#), for complete Consumer Advisory information.

Why is a consumer advisory necessary when offering raw or undercooked food items?

To inform consumers of the **significantly increased risk** of foodborne illness associated with consuming raw or undercooked animal derived foods.

What is a Consumer Advisory?

A **consumer advisory** is a method to ensure that all consumers are informed about which menu items contain raw or undercooked animal derived foods and the increased risk of foodborne illness associated with consuming raw or undercooked animal derived foods. **The consumer advisory consists of two parts: Disclosure and Reminder:**

Disclosure is a written statement that clearly identifies animal derived foods which are or can be ordered raw or undercooked, or that contain an ingredient that is raw or undercooked.

The disclosure must include:

- ❖ A description of the animal derived foods, such as:
 - oysters on the half shell (raw oysters)
 - raw-egg Caesar salad
 - hamburger (can be cooked to order);

or
- ❖ Identification of the animal derived foods by asterisking (*) them to a footnote that states the items are served raw or undercooked, or contain raw or undercooked ingredients-

Reminder is a written statement concerning the health risk of consuming raw or undercooked animal foods.

The reminder must include asterisking the animal derived foods requiring disclosure to a footnote that states:

- ❖ “Consuming raw or undercooked meats, 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**
- ❖ “Regarding the safety of these items, written information is available upon request from a consumer.”-



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Examples of Foods That Require a Consumer Advisory:

Eggs

Served undercooked (over-easy) or raw, such as:

- Dressings or sauces such as Hollandaise or Caesar made with shell eggs, soft cooked eggs
- Mayonnaise “from scratch”
- Homemade Aioli

Raw Fish

- Sushi
- Ceviche
- Tuna
- Roe

Raw or undercooked Molluscan Shellfish

- Oysters

Meat

Raw or cooked to order (not cooked to the appropriate minimum cooking temperatures):

- Hamburgers not cooked to 155 °F, such as “medium, medium rare, rare”
- Steak tartar

Examples of a Consumer Advisory:

Example A

Disclosure as a Description/
Reminder to a Footnote:

Menu

Chef's Salad
Spinach Salad
Caesar Salad (contains raw eggs)*

(At bottom of page)

*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have a medical condition.

Example B

Disclosure and Reminder to a
Footnote:

Menu

Hamburgers*
Cheeseburger*
Bacon Burger*

(At bottom of page)

*Hamburgers are cooked to order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

Example C

Disclosure as a Description/
Reminder to a brochure:

Menu

Oysters on the Half Shell (raw oysters)*

(At bottom of page)

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