

Information Out the Window

The Importance of Menu Labeling at the Drive-Thru

New York City, King County (Seattle), WA, Multnomah County (Portland), OR, and the state of California have passed menu labeling policies that provide consumers with easy-to-find, easy-to-read nutrition information on menus and menu boards in fast-food and chain restaurants.

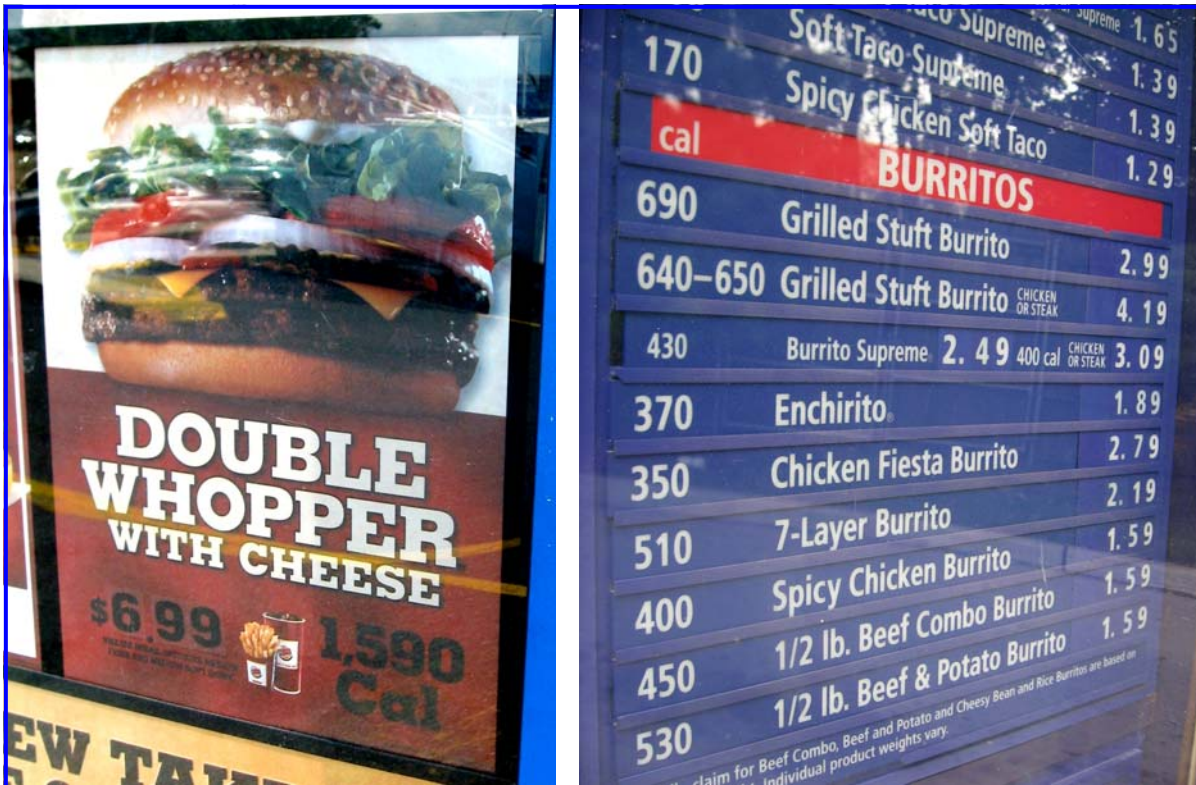


Menu labeling has proven to be practical and low-cost for restaurants and widely used by customers. However, the restaurant industry continues to pressure legislators to oppose or lessen the scope of menu labeling policies. **Now, they want to keep calories off drive-thru menus.**

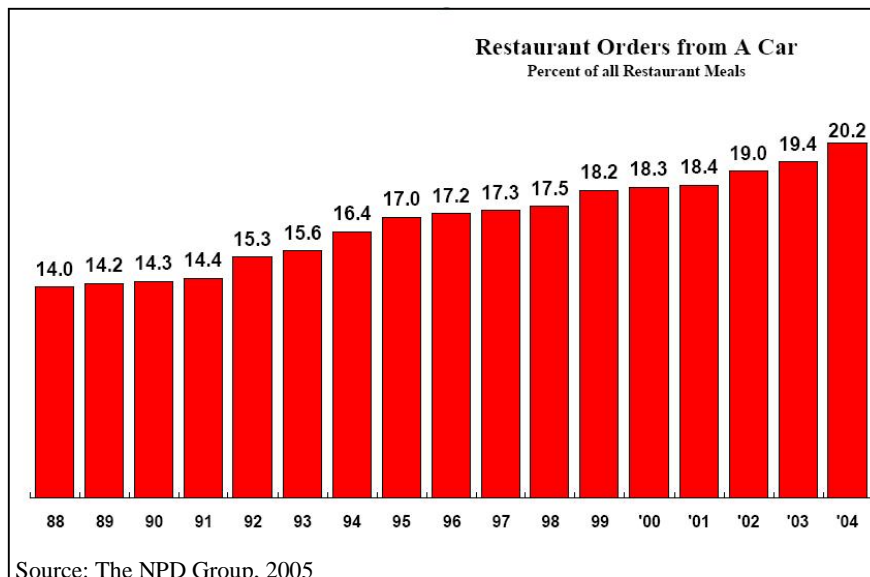


Who does this help? The restaurant industry argues that they need “flexibility” to post calorie information where it is convenient for them. But what is convenient for the restaurant might not be useful to customers.

The fast-food industry currently generates about 65% of revenues from drive-thru business.



Informed eating on the go: Drive-thru menu boards in New York City show that calorie information can be provided to customers through drive-thru menu boards.



Drive-thru sales are on the rise. 89% of operators believe their drive-thrus will represent an even larger portion of sales next year.

References:

Slawsky, R. "Orders Up." *QSRWeb.com*. February 8, 2007.

Sturgeon, J. "Drive-thru bans a wave of the future?" *QSRWeb.com*. February 15, 2008.

For more information visit: www.menulabeling.org

