Consultation with food businesses on the introduction of mandatory calorie posting on menus

The Minister for Health, Simon Harris, T.D., invites views from relevant food business operators on the introduction of mandatory calorie posting in premises selling non-packaged foods. The consultation is on a proposal to require that calories be displayed on the menus of all food businesses including restaurants, take-aways, fast-food outlets, coffee shops, cafes, catering companies, delicatessens, and pubs where food is served.

A number of food businesses are already posting calories on their menus on a voluntary basis. This consultation includes questions directed specifically at those businesses in order to learn from their experience of adding calorie counts to their menus.

The results of this consultation will assist in the development of the draft legislation.

About the consultation questionnaire

There are three sections:
Section 1 Your details (Q1-Q4)
Section 2 Questions for food business operators that are currently displaying calories (Q5-Q11)
Section 3 Questions for all food business operators (Q12-Q24)

Where to return your questionnaire

Please post your completed submission to the following address:

Consultation on Calorie Posting
c/o Research Services and Policy Unit
Department of Health
Block 1
Miesian Plaza
50-58 Baggot Street
Dublin D02 XW14

Closing date
The consultation is open until **17:00 on Friday 14 February 2020**.

Submissions that are received after this date will not be included in the final report.

Section 1 Your Details

What is your name?
(If you would prefer not to give your name please skip to the next question)

_____

What is the name of your business?

_____

Q1 Please tick the category, or categories if more than one, that best describes your business?

- ☐ Bakery
- ☐ Cinema
- ☐ Catering company
- ☐ Coffee shop
- ☐ Delicatessen/ sandwich bar
- ☐ Fast food outlet
- ☐ Hotel
- ☐ Mobile food operator
- ☐ Restaurant
- ☐ Retail deli counter
- ☐ Take away
- ☐ Other (please specify) _____

Q2 What is the location of your business? If your business operates in more than one county please select all relevant counties.

- [ ] Carlow
- [ ] Cavan
- [ ] Clare
- [ ] Cork
- [ ] Donegal
- [ ] Dublin
- [ ] Galway
- [ ] Kerry
- [ ] Kildare
- [ ] Kilkenny
- [ ] Laois
- [ ] Leitrim
- [ ] Limerick
- [ ] Longford
- [ ] Louth
- [ ] Mayo
- [ ] Meath
- [ ] Monaghan
- [ ] Offaly
- [ ] Roscommon
- [ ] Sligo
- [ ] Tipperary
- [ ] Waterford
- [ ] Westmeath

☐ Wexford

☐ Wicklow

☐ My business operates in all counties

Q3 How many food service outlets are you responsible for?

○ 1

○ 2

○ 3-5

○ 6-10

○ Other (please specify) _____

Q4 Are you currently displaying calories on the food and drink sold in your business?

○ Yes

○ No

Section 2 Questions for food business operators that are currently displaying calories

Q5 How long have you been displaying calories?

○ Less than 1 year

○ 1-3 years

○ 4-5 years

○ Other (please specify) _____

Q6 How have you calculated the calories on the food and drink sold in your business? Please tick all relevant boxes.

☐ MenuCal*

☐ Other software programme (Please specify name)_____

☐ In-house (chef)

☐ Dietician

☐ Nutritionist

☐ Published food composition tables

☐ External consultancy

☐ Other (please specify) _____

*MenuCal, the menu calculator, has been developed by the FSAI to assist Ireland's food service businesses to calculate calories for their menus and to identify and manage

allergen information. It has been developed with the input of chefs, caterers and small business owners and is free to access.

Q7 Where are you displaying calories? Please tick all relevant boxes.

☐ Table menus

☐ Menu boards

☐ Online

☐ Specials board

☐ Flyers

☐ All of the above

☐ Other (please specify) _____

Q8 Do you provide information on how many calories an average person needs in a day?
Note: It is generally accepted that on average adults need about 2000 calories a day.

○ Yes

○ No

If you answered Yes - you provide information on how many calories an average person needs in a day, please answer Q9. Otherwise, please skip to Q10.

Q9 If yes, where do you display information on the amount of calories an average person needs in a day? Please tick all relevant boxes.

☐ At the point of purchase

☐ On a menu board

☐ On a table menu

☐ Online

☐ Specials board

☐ Flyers

☐ Other (please specify) _____

Q10 Why did you decide to display calories in your business?

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Q11 Has displaying calories been a positive or negative experience for your business?

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Section 3 Questions for all food business operators

Q12 Do you offer a set menu in your business?

○ Yes

○ No

Q13 Which of the following best represents how often you change your menu?

○ Seasonally (quarterly)

○ Monthly

○ Annually

○ Other (please specify) _____

Q14 Do you provide daily specials on your menu?

○ Yes

○ No

> If you answered Yes - you provide daily specials on your menu, please answer Q15. Otherwise, please skip to Q16.

Q15 How many daily special options do you provide?

○ One

○ Two

○ Three

○ Four

○ Other (please specify) _____

Q16 Does your business have a website?

○ Yes

○ No

Q17 Does your business use any of the following social media platforms? Please tick all relevant boxes.

☐ Facebook

☐ Twitter

☐ Instagram

☐ Other (please specify) _____

Q18 Do you offer an online order and delivery service?

○ Yes

○ No

Q19 Do you provide the online order and delivery service or is the website hosted by a third-party provider?

○ We provide the service

○ Our online menu and delivery service are hosted by a third-party provider

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Q20 Do you currently use MenuCal*?

○ Yes

○ No

*MenuCal, the menu calculator, has been developed by the FSAI to assist Ireland's food service businesses to calculate calories for their menus and to identify and manage allergen information. It has been developed with the input of chefs, caterers and small business owners and is free to access.

Q21 What do you use MenuCal for? Tick all that apply.

☐ Calculating calories

☐ Identifying allergens

Q22 How do you intend calculating calories for the items on your menu? Please tick all relevant boxes.

☐ Software programme (please specify the name of the programme)

_____

☐ In-house (chef)

☐ Dietician

☐ Nutritionist

☐ Published food composition tables

☐ External consultancy

☐ I haven't thought about it yet/ undecided

☐ Other (please specify) _____

Q23 What do you believe are the key challenges facing businesses on the introduction of mandatory calorie posting? Please rank the below challenges in order of importance. Number the items 1-3.

_____ Cost of implementing mandatory calorie posting

_____ Time and administrative burdens associated with implementing calorie posting

_____ Need to upskill staff in order to implement calorie posting

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Q24 Please provide any additional information that you would like to be considered as part of this consultation.

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Thank you for your submission to this consultation.

An Roinn Sláinte
Department of Health