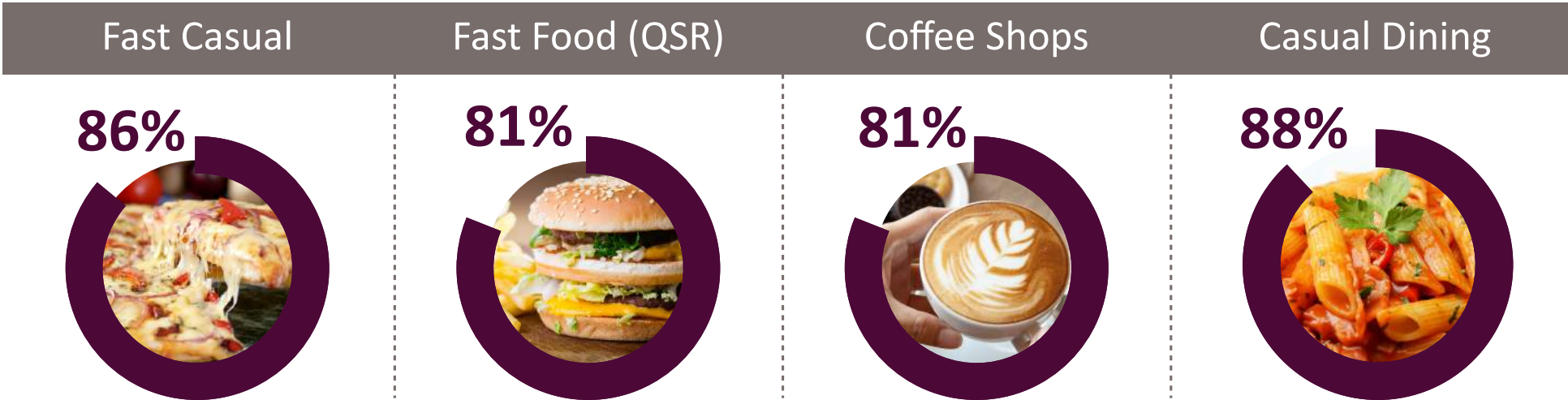


# What's on the Menu: Nutrition Labeling

Consumers are nearly unanimous in their desire for public availability of health and nutrition information. Consumers respond favorably to the idea that restaurants work toward improving the healthfulness of menu items as well as the availability of nutritional information on the menu. Here's a snapshot of some of the key factors when deciding where to go and what to eat when dining out.

Despite not always eating as healthily at restaurants, most consumers do want to know that restaurants are improving the healthiness of the food and beverage.

**Choosing Which Restaurant to Visit:**  
Percentage of Consumers Who Say It Is Very or Somewhat Important to Know About the Restaurant's Efforts to Improve the Healthfulness of Menu Items



Across all channels, consumers first want to know the price of the items before looking further for other information.

**When Deciding What to Order:**  
Specific Information Consumers Look for on the Menu or Other Materials

