

Menu Labeling

What NACS C-Stores Need to Know

NACS

Advancing Convenience
& Fuel Retailing
convenience.org

Butch Galdeira @ Aloha Petroleum
Amy Lane @ Parker's Corporation
Karsten Summerall @ Parker's Corporation
Douglas Kantor @ Steptoe & Johnson

Agenda



- What Establishments are “Covered”
- What Food is “Covered”
- Penalties/Enforcement
- Examples of other retailers who comply
- Resources for Determining Nutrition Information
- Additional things to consider



What's Covered and What's Not?

What Establishments are “Covered”?

≥ 20 Locations with same name selling restaurant type food

- Establishment name = key (not how many owned)

Similar food sold at each establishment

- Same “general recipe”
- Prepared in “substantially the same way”



What Establishments are “Covered”?

FACILITY WITHIN A FACILITY

Each treated as unique entity, same rules apply

- 20 or more locations
- Doing business under the same name
- Serving restaurant-type food
- Substantially the same menu items

What Food is “Covered”?

- Dispensed Beverages
- Roller Grill
- Grab & Go
- Combo Meal/Hot Bar
- Bakery Donuts
- Made to Order/Menu Board

What Food is “Excluded”?

- Condiments

Is it a topping or a condiment?

On Display? Listed on Menu?

Self-serve?

Customer asks?

Extra charge?

- Temporary (<60 days)

- Market Test (<90 consecutive days; test = key)

The background is a solid green color. On the right side, there is a large, stylized graphic of the letter 'C'. The 'C' is composed of two concentric, semi-transparent green shapes that overlap to create a three-dimensional effect. The text 'Penalties and Enforcement' is centered on the left side of the image.

Penalties and Enforcement



Who's Responsible?

- Person with “authority or supervisory responsibility” over the preparations
- Check your franchise contracts

What can they Do?

- Federal/State/Private Rights of Action (class actions?)
- FDA expects to receive “complaints” from the “public”

Federal Legislation:

The Common Sense Nutrition Disclosure Act

- H.R. 772, introduced by Representatives Cathy McMorris Rodgers (R-WA) and Tony Cardenas (D-CA) on January 31, 2017.
- S. 261, introduced by Senators Roy Blunt (R-MO) and Angus King (I-ME) on February 1, 2017.



Dispensed Beverages: How to do it

Dispensed Beverages: Retailer Case studies



Custom Calorie & Nutritional Reports

PEPSICO THE FACTS ABOUT YOUR FAVORITE BEVERAGES

CREATE CALORIE PLACARDS FOR SELF-SERVE FOUNTAIN EQUIPMENT

Print-ready calorie placards are available to help PepsiCo fountain customers comply with new calorie labeling regulations for self-serve beverages dispensers.

Step 1

Define Up to 4 Cup Sizes.

# FL OZ	Cup Name (optional)
Size 1: 12	Small
Size 2: 24	Medium
Size 3: 36	Large
Size 4: 48	X-Large

Step 2

Select products from the lists below. (Hold down the control (ctrl) or command (cmd) button to select multiple products.)

Customer Name:

Your Name:

Your Email*:

* Email addresses will be used only if there is a problem in the placard creation process.

Fountain Drinks

- 7UP
- A&W Root Beer
- Brisk Iced Tea & Lemonade
- Brisk Lemon Iced Tea
- Brisk Mango Iced Tea
- Brisk No Calorie Peach Iced Green Tea
- Brisk Raspberry Iced Tea
- Brisk Strawberry Melon
- Brisk Sweet Iced Tea
- Brisk Unsweetened No Lemon Iced Tea
- Caffeine Free Diet Pepsi
- Caffeine Free Pepsi
- Caleb's Kola
- Caleb's Kola Zero Sugar

Flavor Shots

- Flavor Works
- Juice Tyme

[VIEW PLACARD DATA](#)

SMALL: 12 Fluid Ounces with no ice

Product Name	Calories	Total Fat (g)	Total Carbohydrates (g)	Sugars (g)	Protein (g)	Sodium (mg)
7UP	140	0	35	35	0	50
BRISK STRAWBERRY MELON	70	0	18	18	0	60
CAFFEINE FREE DIET PEPSI	0	0	0	0	0	55
CAFFEINE FREE PEPSI	150	0	42	41	0	30

*Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, or dietary fiber.

Source: PepsiCoBeverageFacts.com [Last updated on April 04, 2017]

Product Name	SMALL 12 FL OZ	MEDIUM 24 FL OZ	LARGE 36 FL OZ	X-LARGE 48 FL OZ
7UP	140 Cal	280 Cal	420 Cal	570 Cal
A&W ROOT BEER	170 Cal	350 Cal	520 Cal	700 Cal
BRISK MANGO ICED TEA	70 Cal	140 Cal	220 Cal	290 Cal
CAFFEINE FREE DIET PEPSI	0 Cal	0 Cal	0 Cal	0 Cal
CALEB'S KOLA	130 Cal	260 Cal	400 Cal	530 Cal

Both suppliers offer





Roller Grill: How to do it

Roller Grill: Retailer Case studies



Roller Grill: Examples





Grab & Go: How to do it

Grab & Go: Retailer Case studies




Grab & Go: Examples



Ham Egg and Cheese Burrito

Prepared on: 04/11/17 2:32 PM
Use by: 04/11/17 08:32 PM




\$3.49
188888000432

whole eggs, whole boned hog, water, salt, baking soda, whey, flour, sodium aluminum sulfate, corn starch, monocalcium phosphate, calcium phosphonate, pork, water, salt, sugar, sodium phosphates, sodium erythorbate, sodium nitrite, pasteurized milk, cheese culture, salt, enzymes, annatto color

www.Parkersav.com
(812) 231-1001


Nutrition Facts		Serv. Size: 4.5oz
		Servings: 1
Amount Per Serving %DV*	Amount Per Serving %DV*	
Calories 380	Fat Calories 82	
Total Fat 20g 30%		
Sat. Fat 2g 10%	Total Carb. 27.8g 9%	
Trans Fat 0g	Dietary Fiber 1.4g 7%	
Cholest. 192mg 64%	Sugars 0g	
Sodium 405mg 16%	Protein 9.6g	
Vitamin A 0%	Vitamin C 0%	
Calcium 0%	Iron 18%	

*Percent Daily Values are based on a 2,000 calorie diet.



Sausage Egg and Cheese Burrito

Prepared on: 04/11/17 2:36 PM
Use by: 04/11/17 08:36 PM



\$3.49
188888000449

whole eggs, whole boned hog, contains 2% or less of the following: salt, spices, sugar, monosodium glutamate, pasteurized milk, cheese culture, salt, enzymes, annatto color, water, salt, baking soda, whey, flour, sodium aluminum sulfate, corn starch, monocalcium phosphate, calcium phosphonate

www.Parkersav.com
(812) 231-1001

Nutrition Facts		Serv. Size: 4.5oz
		Servings: 1
Amount Per Serving %DV*	Amount Per Serving %DV*	
Calories 470	Fat Calories	
Total Fat 30g 36%		
Sat. Fat 11g 55%	Total Carb. 38g 13%	
Trans Fat 1g	Dietary Fiber 2g 10%	
Cholest. 325mg 108%	Sugars 2g	
Sodium 1140mg 47%	Protein 19g	
Vitamin A 15%	Vitamin C 0%	
Calcium 30%	Iron 20%	

*Percent Daily Values are based on a 2,000 calorie diet.



Combo Meal/Hot Bar: How to do it

Combo Meal/Hot Bar: How to do it

Combination Meals

- 2 Options → Slash
- More than 2 Options → Range
- Multiple Sizes = Slash or Range

Combo Meal/Hot Bar: Retailer Case studies



Combo Meal/Hot Bar: Examples

Home Cooked Special

1 entrée, 1 small side & 1 yeast roll.



540-1,170 cal. 570-1,610 cal.

\$6⁹⁹ 1 side **\$7⁹⁹** 2 sides

Famous Fill-Up

Choose 2 pork chops, 2 pc. fish, 2 pc. chicken, 2 corn dogs, 2 egg rolls, or 3 chicken tenders. Plus 1 individual side, a yeast roll & 32oz drink. (Fountain drink or iced tea only.) 630-1,970 cal.



Pork Chops Fish Chicken
Corn Dogs Egg Rolls

Mac & Cheese Mashed Potatoes Potato Logs Vegetable of the Day Peach Cobbler

\$5⁹⁹

Individual Items

Potato logs (3)..... \$.99 440 cal.
Wing \$1.59 200 cal.
Drumstick \$1.79 200 cal.
Thigh \$1.99 200 cal.
Breast \$2.99 200 cal.
Pork chop \$2.49 230 cal.
Fish filet \$2.49 240 cal.
Livers or Gizzards \$3.49 270 cal.

Chicken Tenders

1 \$1.29 130 cal. 3 \$3.49 390 cal.
5 \$5.79 650 cal. 10 .. \$10.99 1,300 cal.
20.. \$20.99 2,600 cal.

Extras

Biscuit/Yeast roll \$.99 300/150 cal.
Small Side \$1.99 25-450 cal.
Large Side..... \$2.99 50-900 cal.
Egg rolls (2)..... \$3.99 360 cal.
Corn dogs (2)..... \$3.99 310 cal.

fast & fresh

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

The background is a solid green color. On the right side, there is a large, stylized graphic of the letter 'C'. The 'C' is composed of two concentric, semi-transparent green shapes that overlap, creating a sense of depth and a gradient effect from a darker green to a lighter, lime green.

Bakery/Donuts: How to do it

Bakery/Donuts: Retailer Case studies





Made to Order/Menu Board: How to do it

Made to Order/Menu Board: What not to do

COFFEE & ESPRESSO								
	Cal	Sm	Cal	Md	Cal	Lg	Cal	X-lg
COFFEE	14	1.29	20	1.59	28	1.89	34	21.9
ICED	15	1.29	22	1.59	30	1.89		
Original • Decaf • Flavored								
TURBO HOT*	14	2.19	20	2.59	28	2.69	34	21.9
ICED	15	1.29	22	1.59	30	1.89		
Coffee with a shot of Espresso								
LATTE	116	2.19	186	2.59	232	2.69		
ICED	124	1.29	199	1.59	259	1.89		
Espresso & Milk								
Available In Caramel or Mocha Swirl								
LATTE LITE	14	2.19	20	2.59	28	2.69		
ICED	15	1.29	22	1.59	30	1.89		
ESPRESSO			4		one shot .99	extra shot .99		
CAPPUCINO	85	2.19	136	2.59	170	2.69		
BOX O' JOE®							140	9.99
COFFEE BY THE POUND								6.99


Made to Order/Menu Board: Retailer Case studies



Made to Order/Menu Board: Examples

<p>Turkey Pesto Panini Roasted turkey, Swiss cheese, house-made pesto, purple onions, olive oil & avocado on panini flat bread. 1,450 cal.</p> 	<p> \$6.99 each Market Panini Make your selection & ask an associate to press your panini on the grill.</p> 	<p>Caprese Panini Mozzarella cheese, tomatoes, fresh basil, purple onions & balsamic vinegar on Italian panini bread. 750 cal.</p> 	
<p>The Cuban Panini Pork Carnitas, Swiss cheese, sliced ham, yellow mustard & pickles on panini flat bread. 670 cal.</p> 	<p>Ranch, Chicken & Bacon Chicken breast, bacon, American cheese and creamy ranch dressing on Italian panini bread. 920 cal.</p> 	<p>The Italian Panini Classic hard salami, pepperoni, ham, provolone cheese, banana peppers & Italian dressing on flat panini bread. 1,200 cal.</p> 	<p>Classic Ham & Cheese Sliced ham & American cheese on Italian panini bread. 760 cal.</p> 

Made to Order/Menu Board: Examples

<p>Full Breakfast 2 eggs, grits & 1 biscuit. Choose 4 pc. bacon, 4 sausage links, 2 smoked sausages, 2 sausage patties, or 1 scoop corned beef hash. 1,080-1,290 cal.</p>  <p>\$5⁹⁹</p>	<p>Filler Up 2 eggs, 1 biscuit & sausage gravy. Choose 2 pc. bacon, 3 sausage links, 1 smoked sausage, or 2 sausage patties. 740-980 cal.</p>  <p>\$4⁹⁹</p>	<p>Breakfast Bowl 2 eggs & grits. Choose 2 pc. bacon, 3 sausage links, 1 smoked sausage, or 1 sausage patty. 690-850 cal.</p>  <p>\$3⁹⁹</p>	<p>Individual Items</p> <p>Biscuit..... \$.99 300 cal. Gravy..... \$1.29 140 cal. Hash Browns (2)..... \$1.49 200 cal. Eggs (2)..... \$1.49 160 cal. Bacon (2)..... \$1.49 140 cal. Grits..... \$1.49 390 cal. Cheese Grits..... \$1.79 500 cal. Smoked Sausage..... \$1.79 180 cal. Sausage Patty (2)..... \$1.79 380 cal. Sausage Link (3)..... \$1.79 300 cal. Corned Beef Hash..... \$1.99 220 cal. Fish filet..... \$2.49 240 cal.</p>
<p>Fish & Grits 2 cornmeal encrusted fish filets & grits. 630 cal.</p>  <p>\$4⁹⁹</p>	<p>Egg Casserole Egg, bacon, sausage & cheese. 480/950 cal.</p>  <p>\$1⁹⁹ Small \$3⁹⁹ Large</p>	<p>Biscuits & Gravy 2 biscuits & sausage gravy. 880 cal.</p>  <p>\$3⁹⁹</p>	<p>Biscuits Chicken, smoked sausage, or sausage patty. 430-490 cal. per biscuit</p>  <p>2 for \$3⁵⁰</p>

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

Made to Order/Menu Board: Examples

PRICE MENU								
Breakfast Available 5am - 11am				Lunch & Dinner				
Calories	Breakfast Bowls		w/ Bacon of Sausage	Premium	Calories	Hoagies and Sandwiches		
330-490	French Toast (3)	2.39	2.89		260-920	Shorti (6 in)	4.59 5.19 6.19	
330-590	Scrambled Eggs	2.69	3.09	3.79	430-1380	Classic (10 in)	5.79 6.59 8.19	
130-330	Omelet	3.29			260-920	Sandwich (white, wheat, rye)	4.59 6.19	
380-600	Breakfast Panini	3.89			710-750	Club Sandwich	5.09	
			Shorti (6 in)	Classic (10 in)	Sandwich	Bowl		
240-1580	Breakfast Hoagies	4.59	5.79	3.59 3.29	360-530	Roasted Chicken	5.19 6.59 5.29 5.19	
160-360	Oatmeal		Small	Medium	Large			
			2.09	2.59	3.09	740-820	Panini	6.29
			w/butter	w/Cream Cheese	w/Cream Cheese & Veggies	620-1040	Cheese Panini	5.29
290-460	Bagel	1.05	1.89	1.99	2.29	510-540	Quesadilla	4.59
						520	Cheese Quesadilla	4.09
Snacks				Lunch & Dinner				
490	Warm Chocolate Chip Cookie		.99		380-890	Burrito	4.69	
660	Cinnamon Bun		1.99		310-800	Rice & Beans Burrito	4.39	
Freshly Made Beverages				Lunch & Dinner				
					70-1360	Bowls	5.19 5.69	
							3 Pieces 5 Pieces	
200-1300	Smoothie/ Frozen Cappuccino	3.09	4.09	3.99 4.99	240-400	Chicken Strips	3.19 4.89	
80-500	Iced Latte	2.99	3.19	3.49 3.69		Fresh Baked Rolls	w/butter w/Cream Cheese	
280-870	Hot Latte/Hot Chocolate	2.69	2.99	3.19 3.49	270-450	Plain Shorti Roll	.70 1.35 1.55	
					400	Plain Classic Roll	.80	



Additional nutritional details

Additional nutritional details: Retailer Case studies



Additional nutritional details: Examples



Item	Serving Size	Servings Per Container	Calories (Cal)	Calories From Fat (Cal)	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Carbohydrate (g)	Dietary Fiber (g)	Total Sugars (g)	Protein (g)
PASTRIES													
Long John (Chocolate)	1	1	780	441	49	18	1	0	800	76	3	23	6
Long John (Maple)	1	1	630	351	39	7	1	0	800	66	2	10	5
Long John (Powdered)	1	1	630	351	39	7	1	0	800	66	1	10	5
Macadamia Nut Muffin	1	1	300	170	19	4	0	35	340	29	0	16	4
Morning Glory Muffin	1	1	210	110	12	2	0	25	180	23	1	13	3
Oatmeal Cookies	1	1	300	108	12	7	0	65	250	42	3	20	5
Raspberry Danish	1	1	580	261	29	6	8	35	1010	69	9	15	11
Red Velvet Cake Donut	1	1	480	333	37	7	0	20	410	34	0	20	4
Sugar Donut	1	1	400	189	21	4	1	0	300	49	2	23	4

Nutrition Disclaimer: Customer modification or selection of alternative ingredients may increase or decrease the nutrient values listed. These values are estimates derived using data from the supplier. Actual nutrient values may vary based on product freshness, preparation, origin, manufacturers' formulations, etc., and are by nature based on statistical averages. Although we provide nutritional information for our recipes, the information provided is for informational purposes only. No information offered by or through us shall be construed as or understood to be medical advice or care. None of the information provided by our Company shall be used to diagnose or treat any health problem or disease. Please discuss any concerns with your physician or registered dietitian.

Pastry Brochure



Creating Calorie & Nutritional Reports

Creating Calorie & Nutritional Reports: Software

Software/ Company	Menu & Recipe database	Food production & inventory control capabilities	# nutrients analyzed	Sources of food nutrient profiles	Able to add to database	Cost & cost for updates	Free technical support	Contact Info
Calcmenu	Yes	No	36	USDA	Yes	-Calcmenu Chef Pack \$580 -Hotel & Rest Pack \$930 -Update cost: Free for 1-yr	Free for 90 days.	www.calcmenu.com
Computritio n/ Computritio n, Inc.	Yes	No	26+	USDA	Yes	-Nutritional Software Library \$495 -\$995	Yes	1-800-222-4488 www.computrition.com
DietMaster / Lifestyles Technologies, Inc.	Yes	No		USDA, FDA	yes	-DietMaster Pro: \$499 + S&H -DietMaster 2000 Lite: \$29.95 + S&H -Updates: No charge	Yes	1-888-286-7677 www.lifestyl estech.com

Creating Calorie & Nutritional Reports: Companies

- Brooker Laboratories
Contact: Daniel Brooker
1-877-545-3207
www.brookertilaboratories.com
- Cindy Farricker, MS, RD, CDE
425-455-8595
eatsmart@earthlink.net
- Compu-Food Analysis, Inc.
Contact: Dagmar Francis
1-800-738-3294
<http://compufoodanalysis.com>
- Energyent, Inc.
Contact: Jinny Elder
760-632-0732
energyent@aol.com
www.energyent.com



Standardizing food processes

Standardizing Food Processes: Retailer Case studies



Additional nutritional details: Examples

Food Item Aloha Nut Plain
Ingredients List Remarkable enriched flour (wheat flour, malted barley flour, niacin, iron, thiamin mononitrate, riboflavin, folic acid), homogenized half & half (milk, cream), water, eggs, margarine (liquid and partially hydrogenated soybean oil, water, salt, soy lecithin, vegetable mono & diglycerides, sodium benzoate [a preservative], citric acid, natural & artificial flavor, beta carotene [color], vitamin a palmitate), butter (pasteurized cream), saf gold instant yeast (yeast, sorbitan monostearate, ascorbic acid), sugar, sea salt.
Serving Size 1 Pastry
Recipe / Preparations N/A
Reheating Instructions N/A
Shelf Life 1 Day (Same day as delivery)

Pastry Cards

Food Item Aloha Breakfast Bento
Ingredients List Rice, eggs (may contain citric acid), bacon (water, salt, sugar, sodium phosphates, sodium erythorbate, sodium nitrite), sausage link (pork, water, salt, spices, dextrose, sugar).
Serving Size 1 Bento
Recipe / Preparations <ul style="list-style-type: none">• 1½ cups (12 oz) – cooked rice• 2 – whole eggs• 2 strips – bacon• 2 links – sausage Fill bento container with 12oz of cooked rice flattened. Reheat breakfast links and bacon strips to 165°F or above. Cook eggs to 165°F or above. Place cooked breakfast links, eggs, and bacon on rice and cover.
Reheating Instructions Reheat to 165°F, maintain at 140°F.
Shelf Life Three days refrigerated at 40°F or below. Four hours in food warmer at 140°F or above.

Recipe Cards



Questions?