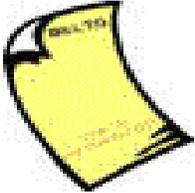


Consumer Advisories

Wisconsin Food Code Fact Sheet #9



The Consumer Advisory applies to all food establishments in which animal foods or ingredients are sold or served for human consumption in a raw or undercooked form.

This includes all types of food establishments in which there is a reasonable likelihood that the food will be consumed without subsequent, thorough cooking – such as restaurants, quick-service operations, carry-outs, and sites where groceries are obtained that have operations such as delicatessens or seafood departments. **Establishments that serve highly susceptible populations, such as day cares, hospitals, nursing homes, etc., cannot serve undercooked or raw animal food.**

Examples of food types that would require a Consumer Advisory are:

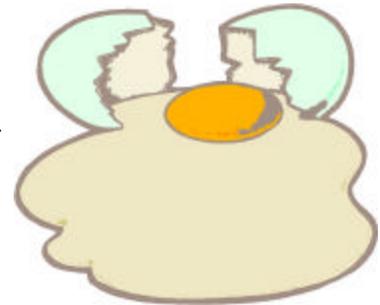
- Dressings or sauces such as Hollandaise or Caesar made with shell eggs *
- Mayonnaise “from scratch” *
- Raw shellfish
- Sushi made with raw fish
- Steak tartare
- Hamburgers “medium rare, rare”
- Poached or runny fried eggs
- Chocolate mousse, meringue and eggnog made with shell eggs*

It is the responsibility of the food establishment to assure that all consumers are informed when food contains raw or undercooked animal foods. It is also advisable to inform the consumers about the increased risk of eating raw or undercooked animal foods. Consumers can be informed through menu advisories, labels, table tents,

placards, brochures, etc. Listed below are several examples of advisory statements that can be used to educate the consumer:

- “Wisconsin Food Safety Agencies advise that eating raw or undercooked meat, poultry, eggs, or seafood poses a health risk to everyone, but especially to the elderly, young children under age four (4), pregnant women, and other highly susceptible individuals with compromised

immune systems. Thorough cooking of such animal foods reduces the risk of illness. For



further information, contact your physician or public health department.

- Caesar Salad Dressing: “Our dressing is made with raw eggs.”
- “Some of our eggs are undercooked such as sunny-side-up, soft boiled, and soft poached and are served only upon request.”
- “Hamburgers cooked rare, medium rare or pink in the middle may be undercooked and are served only upon request.”
- “.....are served raw or undercooked”
- “.....contain raw or undercooked animal food ingredients”

** If pasteurized liquid eggs or pasteurized shell eggs are used, a Consumer Advisory is not required.*