

Maine

An Act to Increase Access to Nutrition Information

Effective February 1, 2011, all affected chain restaurants in the State of Maine will be required to post nutrition information on their menus as outlined in this document.

Who is Affected?

All eating establishments that operate 20 or more locations, do business under the same name, and offer predominantly the same menu.

Where to post calorie information?

Calorie information must be provided on all:

- Menus
- Menu Boards
- Food tags

Additional Statements

The following statement must also be printed on menus and menu boards:

To maintain a healthy weight, a typical adult should consume approximately 2,000 calories per day, however individual calorie needs may vary.

Flavors, Varieties, and Combinations

For menu items listed as a single menu item, but that are offered in different flavors, sizes, varieties, and combinations a median calorie value may be listed as long as all values fall within 20% of the median. When varieties vary more than 20% of the median all caloric values must be displayed.

If a food tag is used to display a menu item the tag should display the caloric values of that particular item.

Enforcement

Authorized inspection agents may cite violations for non-compliance with calorie posting regulations, but are not required to verify the accuracy of caloric information.

What information needs to be posted?

The total number of calories as usually prepared and offered for sale for each food and beverage menu item.

How should it read?

Calorie information must be:

- Clear and conspicuous
- Adjacent to or nearby the stated menu item
- In a font and format that is at least as prominent as the price and or name of the menu item.

Exceptions:

- Grocery Stores
- Movie Theaters
- Hotels/Motels
- Items that are listed on the menu for less than 90 days of the calendar year.
- Condiments
- Self-service/buffet items.
- Packaged foods with preexisting nutrition labels.
- Custom orders

Nutrition Analysis

Calorie content of menu items must be determined only once per standard menu item so long as there are set preparation standards for that menu item. Analysis must be done by a reasonable basis; this includes laboratory testing and database analysis.

Alcoholic Beverages

Average caloric values may be posted for beer, wine, and spirits as indicated by the USDA with the addition of the statement

“Signature drinks or liqueurs with added ingredients may contain increased calorie content”.