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HONS 3040H

Intro to Research Methods

February 17, 2008

You Are What You Eat: Mandating Point-of-Purchase Nutrition Information in Georgia Restaurants

INTRODUCTION

The number of overweight Americans has risen dramatically in recent decades, prompting the U.S. Surgeon General to deem obesity an epidemic and driving national health care groups to address the crisis as their highest priority.¹ Coinciding with this trend, studies have shown a significant increase in the consumption of restaurant food among all segments of the population.² Restaurant foods—due to their typically higher density of calories, fats, sodium and sugars than their at-home alternatives—significantly contribute to obesity and its related diseases.³ These issues present a particularly acute problem for the State of Georgia, where overweight or obesity affects at least 59 percent of the population.⁴

To curb the negative impact of obesity on the health of its citizens, the Georgia Assembly should take immediate action to require that restaurants provide basic nutrition information to consumers at point-of-purchase. Without this information, individuals cannot make educated decisions about the food they consume outside the home. This prevents them from accessing the facts necessary to pursue a healthy lifestyle. Such a policy, managed by the Georgia Division of Public Health (DPH), will offer a simple means to combat the obesity epidemic and will place Georgia on the forefront of public health initiatives. In addition, the Georgia DPH should complement this legislation with a mass media campaign to promote awareness of menu changes

and public advocacy for healthier options as part of the pre-existing “Take Charge of Your Health, Georgia!” program.

Georgians will benefit from the implementation of this policy, as it will both improve overall health levels and provide economic gains for individuals. Foremost, citizens will take responsibility for their weight and their health by making educated meal decisions when dining at restaurants. Restaurants will respond to a more health-conscious population by providing nutritious meal options to attract patrons. Finally, all Georgians will benefit from the money the government saves in budgetary allocations to care for obese persons and their related ailments. As such, the Georgia legislature must require that restaurants provide nutrition information to consumers at point-of-purchase so that all individuals have the means to improve their personal health and well-being.

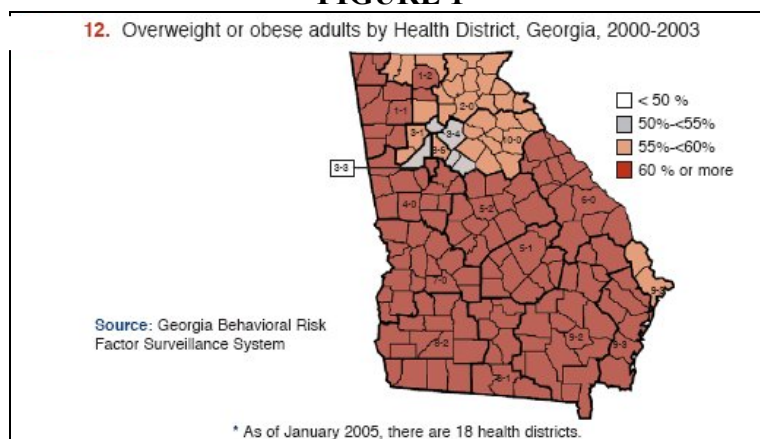
BACKGROUND: AN AMERICAN PUBLIC HEALTH CRISIS

Increasing numbers of obese and overweight individuals represent one of the greatest health challenges to contemporary America. In the last two decades alone, the prevalence of obesity has doubled,; 66 percent of Americans are now overweight or obese.^{5,6} One of the most startling impacts of the epidemic has been its effect on American children: as much as 30 percent of youth are currently overweight or obese, with the population of obese children tripling in the last thirty years.⁷ A study in the *New England Journal of Medicine* suggests that for the first time, the present generation of youth may not outlive their parents.⁸ On a broader scale, obesity accounts for over 300,000 deaths per year.⁹ In result, the Surgeon General has declared obesity an “epidemic” and has called for immediate action to thwart its growing presence among United States citizens.

Residents of the State of Georgia, in particular, suffer from obesity and the health problems it causes. This policy action will improve both state-wide health standards and the

personal ability of its citizens to make positive health decisions. The Georgia Behavioral Risk Factor Surveillance System found that 24 percent of Georgians were obese, with a total of 59 percent obese or overweight in the entire state.¹⁰ Furthermore, this reflects a 25 percent increase in less than twenty years, between 1984 and 2003.¹¹ Weight problems appear dire throughout Georgia (Figure 1), where obesity or overweight affects as much as 68 percent of the population in certain counties.¹² Gender-wise, almost two-thirds of Georgia men are overweight or obese, while more than half of Georgia women fit this description.¹³ Alarming, a distinct risk of becoming overweight or obese exists for one-quarter of all Georgia high school students and one-third of all Georgia middle school children.¹⁴ Georgia offers a clear example of the extent to which obesity affects Americans, demonstrating the need for imminent change to improve the quality of life and health of its citizens.

FIGURE 1



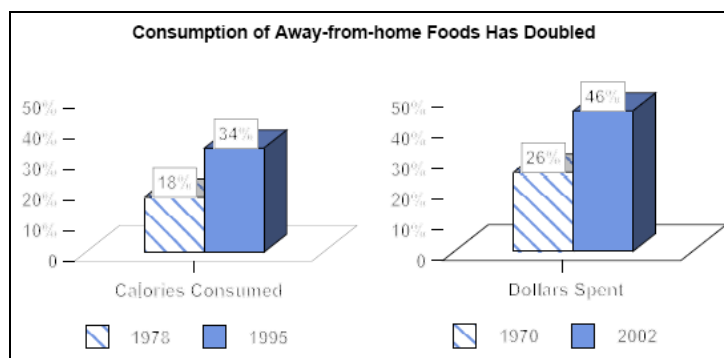
Provided by the Georgia Department of Human Resources, Division of Public Health, in *Georgia's Nutrition and Physical Activity Plan to Prevent and Control Obesity and Chronic Diseases in Georgia (2005)*
<http://health.state.ga.us/pdfs/familyhealth/nutrition/NutritionandPhysicalActivityPlanFINAL.pdf>

Obesity impacts Americans in a number of ways, primarily by increasing their health-related medical concerns, lowering their quality of life, and creating an unnecessary burden on the economy. Among the six leading reasons of death in the United States, obesity significantly contributes to at least four: cardiovascular disease, cancer, stroke, and diabetes. In addition, obesity increases the risk of hypertension, respiratory problems, pregnancy difficulties, high

blood pressure, elevated cholesterol levels, sleep apnea, menstrual irregularity, and psychological disorders.¹⁵ In aggregate terms, obesity costs the United States over \$117 billion annually.¹⁶ Within the state, the government spends \$2.1 billion annually on this problem alone. This means that \$250 of every taxpayer's yearly income contributes to fighting obesity, whether or not severe weight gain affects that individual.¹⁷ On both a health and economic level, therefore, the costs of obesity have become too great and continue to burden Americans on a daily basis.

American weight gain directly stems from greater caloric intake due to increased consumption of unhealthy restaurant meals. Between 1985 and 2000, the average American's daily calorie consumption rose by approximately 12 percent, or 300 calories per day.¹⁸ This represents a 15 percent excess of the Food and Drug Administration's recommended daily calorie intake.¹⁹ An individual consuming an extra 600 calories every week could experience a weight gain of roughly nine pounds in a single year.²⁰ This increased weight gain directly relates to shifting American consumption patterns that include a greater reliance on restaurant food (Figure 2). Restaurant patronage has swelled over half of a century, as Americans now allocate 46.4 percent of their food budget to restaurant meals, compared to a mere 25 percent in 1955.²¹ Many Americans receive more than one-third of their daily calories and fats from restaurant meals.²² For children, eating in a restaurant on average leads to a 55 percent greater intake of calories than eating a meal prepared at home.²³ The rising use of restaurants as a food source has established a related increase in detrimental health problems throughout the American population.

FIGURE 2



Provided by the Center for Science in the Public Interest, "Anyone's Guess: The Need for Nutrition Labeling at Fast-Food and Other Chain Restaurants" (November 2003) <http://www.cspinet.org/restaurantreport.pdf>

Legislation requiring nutrition information in restaurants at point-of-purchase and a complementary educational campaign will begin to reverse the obesity epidemic and prevent further growth of the potential disease burdens. The fact that numerous other state governments, including New York, Washington, D.C., and California have all introduced similar menu legislation demonstrates the anticipated benefits associated with providing nutrition information on menus. As 84 percent of Californians are in favor of this legislation, significant public support also exists for such changes.²⁴ The introduction of this new information in all Georgia restaurants will allow diners to be proactive in choosing less fattening dishes. Georgia's consumers will reap the benefits of such a policy, both economically and through an overall better quality of life.

MENU NUTRITION LABELING STANDARDS AND REQUIREMENTS

Legislation Content

The Georgia Assembly must enact legislation to require that restaurants provide nutrition information at point of purchase for every food item offered in the institution.^a This information, to appear on menus, menu boards, or printed sources of meal selections, will include the dish's content of calories, fat (in grams), cholesterol (in milligrams), sodium (in milligrams),

^a In this proposal, the term "restaurant" applies to any commercial enterprise that provides prepared, ready-to-eat food products for a set price to a wide body of consumers.

carbohydrates (in grams), and protein (in grams).^{b,25} Restaurants will additionally provide some form of point-of-reference information label on the menu enumerating suggested daily values for each nutrition content category based on the Food and Drug Administration’s recommended 2,000 calorie diet. This information will appear in a box at the beginning or end of each menu (Figure 3) with the title of “Recommended Daily Nutrition Values” and contain recommended daily amounts for each of the six previously mentioned nutritional categories: Calories: 2,000; Total Fat: 65 grams (g); Cholesterol: 300 milligrams (mg); Sodium: 2,400 milligrams (mg); Total Carbohydrate: 300 grams (g); and Protein: 50 grams (g).²⁶ By succinctly offering daily value references on the menu, diners may evaluate the impact a dish will have on their diet and subsequently establish more balanced eating patterns.

FIGURE 3

Recommended Daily Nutrition Values	
Calories	2000
Total Fat (g)	65
Cholesterol (mg)	300
Sodium (mg)	2400
Total Carbohydrate (g)	300
Protein (g)	50

Daily Values provided in the Nutrition Labeling and Education Act, U.S. Food and Drug Administration, U.S. Department of Health and Human Services (1994) http://www.fda.gov/ora/inspect_ref/igs/nleatxt.html

In order for this legislation to impact consumer decisions in an effective manner, nutrition information must appear to consumers in a clear, legible, and easily accessible manner.

Restaurants will not need to arrange their nutrition information in the standard rectangular nutrition panel format found on packaged food items; however, displays must comply with certain requirements regarding size, location, and arrangement of the information; the Georgia

^b Due to the extensive selection in many restaurants and limited menu space, as well as to prevent “information overload” in the consumer, restaurants will not need to include such subset items as calories from saturated fat, saturated fat content, dietary fiber (soluble or insoluble), or sugars. In addition, the law will not mandate that nutrition labels on menus include supplementary nutrition information, such as potassium or vitamins and minerals. Furthermore, for reasons listed above, it is not necessary that menu labels include the percent daily value indications for each category.

DPH will oversee enforcement of the law. Primarily, food providers must locate the information directly next to or below the item that it describes, in a manner that explicitly demonstrates its association with the related food. The nutrients and their amounts must appear in clearly legible serif type and must be no smaller than size ten font for menus or size one hundred font for menu boards. The order of the nutrient values will also appear in the following standardized format: calories, fat (in grams), cholesterol (in milligrams), sodium (in milligrams), carbohydrates (in grams), and protein (in grams).²⁷ Based upon pre-existing labeling legislation, firm regulations for the requirements of the policy will allow for consistency and accuracy during implementation in restaurants across the state of Georgia.

Policy Implementation

The implementation of this policy involves two major stages: first, chemically analyzing all standard menu items for each Georgia restaurant, and second, placing this information in restaurants at point-of-purchase locations. For the division of monetary responsibility, the government will cover the cost of analysis, while individual restaurants will pay to reprint their own menus. The initial expense of this policy may prove somewhat significant; however, the costs thereafter will be minimal. Furthermore, the creation of an online nutrition information database and analysis system will resolve any potential problems with non-standard menu items, such as “specials.” In addition, the significant cost savings from reduced obesity-related health problems will allow the policy to pay for itself within a number of years.

The role of providing nutrition information for all pre-existing restaurant dishes will primarily fall on the government. Under this new legislation, the Division of Public Health of the Department of Human Resources will pay the primary cost of food analyses for a set number of dishes (such as forty items) per restaurant establishment or corporation, provide that the organization does not already have this information available. This money will come from a

collection of sources, including national grants, state sales tax revenue, and funds currently allocated for pre-existent educational campaigns to improve the health and nutrition of Georgia citizens. This will involve working with the “Take Charge of Your Health, Georgia!” campaign, which has pledged to make significant strides in facilitating better health among Georgians by 2015.²⁸ Thereafter, legislation will permit restaurants to have a specific number of “new” dishes (such as ten food items) that owners plan to make permanent menu fixtures chemically analyzed once a year. After the initial state-wide analysis, the costs associated with this program should prove relatively minimal during subsequent years.

In the state of Georgia, there are 15,235 eating and drinking locations as of 2006.²⁹ It costs approximately \$220 to determine nutrition information for a single meal, and roughly \$18,000 to analyze an eighty-dish menu.³⁰ Therefore, if each of these separate locations contained a different eighty-option menu, the initial cost to the Georgia government will total \$274,230,000. While this may appear exorbitant, a mere 0.87% reduction in obesity-related health care costs annually will see the policy pay for itself over the course of fifteen years. Furthermore, if costs of this policy were distributed among the Georgia populace of 9,363,941 citizens, the cost per person amounts to less than \$30, a significant difference from the \$250 the average Georgian spends on obese persons every year.³¹

This estimation exceeds actual implementation costs, as it assumes that each of these restaurants possesses a different menu and none of them has this information currently available. In reality, many of these locations are large chain restaurants that use a standard menu. Furthermore, this analysis must discount the cost of the majority of U.S. chain restaurants that currently possess nutrition information and will not require additional analysis. In regards to smaller, more specialized restaurants, costs will remain low because these restaurants infrequently change their menus and tend to offer a less extensive menu selection.³² Although the

State of Georgia will have to invest in these initial projects, the anticipated benefits to health care and budgetary expense greatly outweigh the initial costs.

Restaurants will pay for the second aspect of implementation: placing nutrition information on menus and menu boards in restaurants. Given that most restaurants reprint menus or menu boards multiple times every year due to graphic changes or new meal offerings, **concerns with a significant cost of printing prove less significant.**³³ Although smaller restaurants may not incorporate frequent menu changes into their budget like their larger chain counterparts, the fact that they possess relatively constant menus will make this adjustment a one-time expense.³⁴

The legislation will establish a clemency measure that will accommodate for seasonal or daily menu changes, such as “specials,” by holding them to less strict analysis standards. The DPH will create an online program that will calculate the estimate of a meal’s nutritional content for restaurant owners. Food providers will then place this information in a menu supplement for short-term, non-standard dishes. Currently, the United States Department of Agriculture (USDA) possesses nutrition information for almost all major food products.³⁵ Anyone may easily access this information online. Additionally, groups such as Nutrition.gov and the National Heart Lung and Blood Institute of the Department of Health and Human Services offer online interactive meal planners and calorie intake regulators that permit consumers to plan out the calories in a daily meal.^{36,37} The Georgia DPH can easily combine such pre-existing technology to provide an online nutritional content calculator service for restaurants. This will permit food providers to go to a Georgia Department of Human Resources’s website, input a dish’s various components and quantities, and then quickly receive a complete count of the calories, fat, cholesterol, sodium, carbohydrate, and protein in a particular meal. This insert must follow the previously established regulations for food item listing and its corresponding nutrition information. Furthermore,

legislation will not encourage the use of this service for all menu items. This online calculator will allow restaurants to provide roughly accurate nutrition information for even temporary dishes so that consumers possess the ability to make healthy decisions from the entire menu.

The implementation of this policy will follow a strict timeline enforced by the Department of Human Resources. Primarily, the Georgia Assembly must take immediate action to establish and enact this legislation. Once in place, the DPH will allocate between six months and a year for all of the chemical analyses to take place. Thereafter, restaurants will have six months to print new menus and menu boards. At the same time, the government will create the website for restaurant use in accordance with the clemency measure. The regulatory agency will use this time to determine gaps in the policy. During this time, it will be important to find the loopholes that restaurants try to use and create amendments to the legislation in order to prevent “legal” restaurant exemptions. During this period, restaurants will not have to face fines or penalties for first time offenses. The government will, though, issue warnings for non-compliance and follow up with legal repercussions for second time offenders. Following this three year timeline will provide the government, restaurants, and other involved groups adequate time to effectively implement the policy while not prolonging the process any longer than necessary. Quick implementation of nutrition information on restaurant menus could help stem the tide of the obesity epidemic as well as provide a clear, powerful preventative strategy for the entire population.

Regulation and Enforcement

Passing legislation to mandate that Georgia restaurants include nutrition information on menus for all available dishes will make it a criminal activity not to provide consumers with this information. As non-compliance will be difficult to conceal, most restaurants will likely adjust to the law and incorporate it into their restaurant’s operation. This policy will provide clear

standards for restaurants to follow, allowing for and encouraging cooperation between the government and restaurant industry.

As the current state leaders of nutrition promotion, the Georgia DPH of the Department of Human Resources must ensure that restaurants comply with enacted legislation. Non-compliance may involve not providing nutrition information, offering false information, failing to establish standards of display, or delaying enactment of the measures. Any of these actions will be treated as a misdemeanor, punishable by the degree and the extent of the offense. Possible repercussions may include heavy fines to the offending restaurant, shutting down the enterprise for a set period of time, or even requiring the food provider to pay for their own annual food analyses for menu changes and heavier regulation of their menu items.

As part of compliance with Georgia menu labeling policy, food providers will have a responsibility to standardize food production processes and the distribution of ambiguous portion sizes. This will require establishing pre-determined measurements that constitute one “serving” and stating this information on the menu near the item to which it applies. Food providers will be legally bound to follow this standard so that all dishes contain the specific indicated amount of the food item in question. The Department of Human Resources will arrange for the retrieval and analysis of random sample items from restaurant menus to ensure that nutrition information displays comply with legislative requirements and reporting standards. The Public Health Division may coordinate this method of random sampling following the example of current restaurant health inspections. With the constant possibility of a compliance check, restaurants will voluntarily follow government standards and thereby give consumers the most accurate information possible.

Regardless of the need for strong regulation, this policy recognizes that restaurant reports unintentionally may still not prove completely accurate. Therefore, regulatory agencies should

permit a certain degree of error in reported nutrition values on menus. Suggested discrepancies could be differences of fifty calories, five grams of fat, twenty-five milligrams of cholesterol, one hundred milligrams of sodium, fifteen grams of carbohydrates, and five grams of protein greater or less than stated menu label amounts. This realistic approach will aid restaurants while still allowing consumers the ability to regulate total intake throughout the day.

These regulatory procedures will effectively apply the law to restaurants and force food providers will comply with them. Possible legal repercussions will facilitate an incentive for verifiable claims on restaurant menus. This will ensure that consumers trust the information they receive on restaurant menus and actively choose healthier meals based on accurate nutrition information.

Potential Policy Applications and Implications

Case Evaluation of Potential Consumer Response to Current Chili's Restaurant Menu

In regards to current availability of restaurant nutrition information, both Chili's and Ruby Tuesday offer beneficial online examples of potential point-of-purchase menu layouts. The Chili's menu (Appendix 1) succeeds in incorporating calories, fat, carbohydrates, proteins, and sodium, although it lacks cholesterol content and does not appear in the NLEA-recommended order. Chili's presents clear serving sizes for most items and the nutritional content for a single dish uses an all-inclusive serving plan (such that one plate of food equals one "serving"). The menu could benefit from a more clear definition of certain serving units such as a "skillet" and a more standard unit or weight for such allotments as a "portion" or "side."

An evaluation of the actual nutrition content of specific menu items clearly demonstrates the way in which individuals will use the policy's recommendations to make more healthy food choices. For instance, point-of-purchase nutrition information will explicitly demonstrate that a single dish may exceed more than half of the recommended daily 2,000 calories alone.³⁸ Many

“starters” alone are significantly too high in calories, fat and sodium to represent a reasonable supplement to a meal, even when divided among a number of patrons. In addition, many consumers consider salads among the healthiest options when dining out; this menu proves otherwise, as some of the salads totaling roughly half of the daily recommended calories even without the sauce included.

The sample menu proves that food providers may benefit by openly providing nutrition information for certain dishes as it clearly shows the beneficial menu items and may become a point of competition within the restaurant market. For example, some menu options that traditionally appear more fattening, such as a steak, actually represent some of the healthiest choices on the menu. A diner could purchase the supposedly “bad” sirloin and only consume one-quarter of their daily caloric needs and two-thirds of their daily fats. The policy will also show consumers the considerable number of calories they might save by choosing side items with lower fats, sodium, and carbohydrates, such as vegetables, over more energy-dense alternatives. Seeing the vast disparity in the health quality of different food options might encourage Georgians to actively and voluntarily give up fattier food options and become advocates for their own well-being.³⁹

Case Evaluation of Potential Consumer Response to Current Ruby Tuesday Restaurant Menu

An evaluation of the Ruby Tuesday menu (Appendix 2) demonstrates many similar trends to those found in its Chili’s counterpart; many of the presumed “healthy” dishes offer significantly more harmful nutrition qualities, while other “unhealthy” options actually become more attractive due to lower calorie, fat, carbohydrate, or sodium content. Possibly the most surprising, and most alarming, aspect of the Ruby Tuesday menu is the energy density of many items on the Kids’ Menu. Most parents assume that Kids’ Menu options offer smaller portions and hence, less overall calories and unhealthy content; however, some dishes equal or exceed the

calories of the majority of the menu's regular entrees and provide over two-thirds of the recommended daily fat for an adult. This investigation of the children's menu may seem excessive or insignificant; however, the potential health burden of childhood obesity demonstrates the importance of evaluating the quality of restaurant food available to them. The Ruby Tuesday menu fails at providing healthy, realistic meal options for American youth. This raises the question of how the United States can expect to fight childhood obesity and its related health problems when children eat at restaurants and unknowingly consume as much or more calories than their parents.⁴⁰

Therefore, the strength of the benefits that will come of nutrition information on restaurant menus is evident. Both of these menus demonstrate the way in which nutrition information might appear in on-site restaurant menus after the enactment of this legislation; at the same time, they provide evidence of the deceptive nature of many restaurant dishes' nutritional content, for adult entrees and childrens' meals alike. A clear need exists for greater availability of nutrition information in restaurants.

Educational Component

In order for the point-of-purchase nutrition information in restaurants to aid consumers' decision making, the government must create an educational campaign encouraging public awareness of this new information and promoting individual advocacy for healthier restaurant fares. Americans must learn about this new health aid, comprehend how to use it, and feel motivated to make decisions that will improve their quality of life. Therefore, this component will entail a mass media campaign built into the current "Take Charge of Your Health, Georgia!" movement to inform and encourage healthier eating habits among citizens.

An educational campaign for awareness and advocacy will have the goals of increased public ability to understand nutrition information, use it properly, and advocate for personal

health. The Public Health Division of the Georgia Department of Human Resources created “Take Charge of Your Health, Georgia!” in 2005 as a ten-year plan to “prevent obesity and other chronic diseases...through educational, policy and environmental approaches.”⁴¹ To supplement macro-level support for this proposed legislation, the Public Health Division should expand current resources allocated to this campaign as a means to target individual-level educational intervention. Effective preference changes represent the central goal of this plan. The campaign must teach consumers the means to use nutrition information for their benefit, make nutritional decisions in restaurants, and promote healthier meal options in restaurants in order for significant change to occur.

Disseminating the message of this campaign will involve a variety of public mediums, such as internet ads, television commercials, and radio time slots to educate Georgia audiences about the new menu changes. The campaign will encourage Georgians to “Know Your Number,” referring to the amount of calories a person of a specific weight and activity level should consume daily based on his or her basal metabolic rate (BMR).^c The advertisements will inform individuals of a simple way to calculate their BMR or direct them to a Department-sponsored website where they will insert their activity level and current weight to receive an estimate of the correct number of calories they should consume daily. Each person will then adjust the FDA recommended 2000-calorie diet and its related distribution of nutrients to their specific caloric and nutritional needs. The campaign will encourage consumers to use this number when making meal choices, particularly in a restaurant setting. In addition, the campaign will use creative

^c An individual’s basal metabolic rate, or BMR, represents an indication of his or her metabolism. It measures the activity level of his or her thyroid, taking into account daily activity levels and body weight, to determine how many calories his or her body burns on a day-to-day basis. For instance, someone who exercises frequently will have a much more active thyroid and therefore require more calories per day to feed his or her body. On the other hand, someone who leads a relatively sedentary lifestyle and weighs more will need much fewer calories to maintain a healthy lifestyle every day.

marketing tactics to inform the entire public of the proper way to read nutrition labels and the correct use of this information to generate personal health benefits.

Such movements will greatly enhance Georgia nutritional knowledge in three ways: it will educate each citizen as to the amount he should personally eat every day, it will inform consumers of the new availability of nutrition information, and it will show them how to use these facts to create a healthy, balanced lifestyle for themselves. Furthermore, such a campaign will enable consumers to take an active role in encouraging more menu items that are lower in calories, fat, sodium, and carbohydrate content.⁴² Food providers suggest that they will change their menus to provide more healthy options if there exists significant consumer support for such a change and the change will not affect their net earnings.⁴³ The mere presence of healthy eating campaigns on television and the internet will provide an important step in the right direction for American health care, as it raises greater awareness to the problem, encourages consumers to take action, and offers them a means to make a change in their lives.

THE IMPACT AND BENEFITS OF PROPOSED LEGISLATION

Since food has a direct impact on an individuals' health, American citizens have a responsibility and right to know the nutritional value of the food they consume, whether prepared at home or at a remote location such as a restaurant. The increased availability of nutrition information on menus will offer Georgia citizens three major health and economic benefits: first, it will allow consumers to make healthier food choices; second, it will encourage restaurants to provide healthier meal options; and third, lower numbers of obese individuals will save the United States government, the Georgia government, and individual citizens significant dollars in obesity-related health care every year.

A policy requiring restaurants to provide nutrition information about every dish on the menu will give patrons the choice to eat healthier foods and actively participate in personal

weight gain prevention. A lack of nutrition information prevents citizens from making healthy choices about the food they consume. Much of the American population does not realize the significant difference in calories and nutritional content of restaurant food when compared to alternatives prepared at home, further exacerbating the problem's severity. Restaurant patrons tend to underestimate the calorie, fat, and sodium content of many prepared foods.⁴⁴ In fact, many trained dietitians and nutritionists have trouble determining the calorie content of a restaurant dish, often undershooting calorie estimates by 37 percent and fat content by 49 percent.⁴⁵ Under the current system, a patron might unknowingly consume over half of the United States Department of Agriculture's daily recommended 2000-calories in a single meal alone.⁴⁶ These statistics demonstrate the sizeable contribution of restaurants to the nation's ever-growing obesity burden.

As consumers respond to new information, restaurants will change their food preparation in order to prevent discouraging patronage and boast a healthier meal fare. Generally, when customers find that actual nutritional value is worse than their initial perceptions of a dish, the patron's preference for the product significantly declines.⁴⁷ Health professionals suggest that as consumers move away from high-calorie, high-fat dishes, restaurants will follow suit by either replacing those foods with healthier options or adjusting the preparation and content of certain dishes to reduce fat and sodium contents.^{48,49} Furthermore, every American—health conscious or otherwise—will benefit from the a supply side shift toward more nutrition-oriented menus.⁵⁰ By implementing healthier eating habits for all, the population-wide advantage of a more beneficial restaurant fare offers an attractive rationale for providing nutrition labels in restaurants. This will create a healthier American public by default.

The potential economic gains from lower obesity-related costs linked to restaurant nutrition information also prove significant for the nation, state, and individual. The CDC estimates that the government spends over \$117 billion annually on obesity and the health problems that stem from weight gain.⁵¹ In Georgia, the state government will save some of the \$2.1 billion spent every year on obesity. If the state eliminated obesity-related health problems, every individual will save \$250 in taxes annually.⁵²

CHALLENGES TO THE POLICY

While the implementation of menu labeling policy will offer widespread benefits throughout the state of Georgia, a number of potential challenges to the proposal exist. In general, these consist of resistance to the policy from restaurant interest groups, as well as concern over the expected long-term effectiveness of such action. The majority of opposition will come from restaurant lobbyists and other pro-restaurant factions who believe that this policy will harm the food market by reducing consumption. Restaurants capitalize on public ignorance of the nutrition content of restaurant food. Possible challenges include arguments that many restaurants have the information available elsewhere (such as their website), that implementation will prove expensive, that restaurant patronage will drop as a result, or that the restaurant is not responsible to provide this information. Similarly, the question of the policy's effectiveness in curbing obesity and preventing weight gain, especially among younger members of society, offers a distinct apprehension for policymakers. When evaluating this legislation, therefore, the Georgia Assembly must consider not only the insignificance of resistance in comparison to the anticipated impact on citizens' quality of life, but also positive public response to similar measures elsewhere.

Restaurant organizations may argue that the policy's claim to a "lack of information" is unfair, given that a number of restaurants (particularly large chains) already have this nutrition information available to the public. A survey of the 300 largest chain restaurants in the United States found that only 54 percent of those questioned had any type of nutrition information available, and 86 percent of that information was on the restaurant's website.⁵³ This limits use of these resources to people who have regular, easy access to a computer and the Internet, a situation that is biased toward U.S. residents of higher socioeconomic status. Furthermore, when the Center for Science in the Public Interest conducted a similar survey of the largest chain restaurant in the country, McDonald's, in a certain city, they found that only 59 percent of locations had nutrition information in the restaurant itself. Much of the time this information proved difficult to find, such as on placed on the back of a food tray liner which consumers received after having already ordered. Arrangements such as these essentially nullify the usefulness of the information provided. Finally, even in restaurants that supplied nutrition facts, the experiment found that 62 percent of the time researchers had to ask multiple employees in order to locate it.⁵⁴ Given these studies, the cost in time and effort spent finding such information can be so significant that it outweighs the health benefit gained from knowledge of food quality.

Some restaurant lobbyist may fight this legislation with the argument that point-of-purchase nutrition information will discourage restaurant patronage or that personal adjustments to orders will invalidate the accuracy of nutrition information. The fact that similar legislation in California this year received 84 percent popular vote in favor demonstrates, though, a high level of public support for these changes.⁵⁵

An increasingly more health-conscious population could encourage greater restaurant patronage. It will also allow for easier restaurant food consumption for much of the population,

including individuals with specific dietary needs, health problems, or those trying to lose weight. Additionally, some concern exists in the argument that consumer meal customization through substitutions or subtractions to a dish invalidates provided nutrition information; however, at worst the information on menus will provide consumers with a rough estimate of the nutritional content of the food they eat. Consumers who choose to customize their meals know that this will have some effect on the accuracy of a meal; nonetheless, they may use provided information as a point of reference from which to add or subtract additional elements to a pre-determined “range” of nutritional content. Greater nutrition information provision for restaurant customers, if properly instituted, will serve to benefit consumer and food providers alike as it improves the health of all Georgians.

One final concern with this policy is whether its implementation will be effective in changing consumer preferences and thereby facilitating easier weight gain prevention and weight loss among those struggling with obesity. The legislation will achieve successful results due to the fact that Americans do not necessarily choose to overeat; in fact, most support greater access to knowledge about the content of the food they consume away from home.⁵⁶ Studies where consumers received information about the nutritional value of a menu item demonstrated that individuals respond to the nutritional content of restaurant food and that it significantly impacts their purchase intentions.⁵⁷ Furthermore, under similar circumstances, consumption of healthier items almost doubled, while selection of higher-calorie, higher-fat alternatives decreased from 37 percent to 24 percent.⁵⁸ With a positive public response, the policy will empower Georgians to make healthier choices in their diet and personally work to prevent weight gain.

Ultimately, restaurants provide a service that affects the health of American citizens; consumers must possess the ability to make beneficial health decisions regardless of the

circumstances. The fact that restaurants do not provide nutrition information should not limit obese individuals to only eating meals prepared at home. Widespread support and demonstrated consumption trend shifts toward more beneficial food in response to similar policies demonstrates the anticipated effectiveness of this legislation upon implementation. Regardless of potential concerns, Georgia government must act to help its inhabitants live healthier, better lives by enacting menu labeling laws immediately.

CONCLUSION

Obesity has reached a breaking point in America. This is particularly true within the State of Georgia, where more than two-thirds of the population are overweight or obese. In recent decades, this nationwide weight gain directly correlates to changes in American food purchasing habits, such that citizens consume significantly more restaurant foods that possess high levels of calories, fats, sodium, and carbohydrates.

Consumers, particularly Georgians, need access to information about the nutritional content of restaurant food at point-of-purchase in order to make well-educated decisions about their health. Even nutritionists and health specialists tend to significantly underestimate the calories and fats in restaurant foods. As such, all Georgians will benefit from healthier restaurant menu fares and the anticipated \$2.1 billion annual savings. Currently, widespread support for such legislation Georgia exists and projected success is high. With successful implementation, Georgia will take the lead in the nation's fight against an increasing obesogenic environment.

APPENDIX 1: Chili's Menu

Chili's Life is full of routines and Chili's is the perfect place to come and break out of the ordinary. Along with the many favorite indulgences on the Chili's menu, our great tasting, quality food can also be part of a well-balanced diet. This comprehensive nutrition guide will provide you with the "411" on what you crave while satisfying your need for healthy meal options. Try one of Chili's long-standing "Guiltless Grill" favorites for a meal that is low in fat and calories, but high in fiber and flavor. We also offer a variety of health conscious side items, including steamed broccoli, seasonal veggies, corn on the cob and black beans. Finding healthier meals for the kids on family night out is as easy as "A-B-C" with the Chili's Pepper Pals kids menu that offers our younger diners grilled entrée selections with veggies and milk or juice to accompany their meal. Chili's always serves up a good time with exciting and flavorful menu items, including endless way to spice things up to meet your dietary lifestyle needs every time...it's what makes Chili's "Spicioulicious."

GUILTLESS GRILLE Listed as served

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Big Mouth Bun, unbuttered	1 Each	300	8	1	55	12	2
Small Whole Wheat Bun, unbuttered	1 Each	80	2	0	16	3	1
Black Bean Burger Patty only (without bun or toppings)	1 Patty	200	2	0	25	21	20
Guiltless Black Bean Burger	1 Serving	650	12	2	86	38	26
Guiltless Chicken Platter	1 Serving	580	9	3	85	39	5
Guiltless Chicken Sandwich	1 Serving	490	8	2	63	39	11
Guiltless Salmon	1 Serving	490	14	3	31	54	10
Side - Black Beans w/ Pico de Gallo	1 Serving	115	0	0	19	6	5
Side - Rice	1 Serving	210	2	0	45	3	1
Side - Steamed Seasonal Veggies w/ Parmesan Cheese	1 Serving	50	1	1	8	4	3
Side - Sweet Corn on the Cob, unbuttered	1 Serving	180	2	0	55	6	3

The **Guiltyless Grill** has been created to give you more choices for your healthy lifestyle with nutritional information listed on the menu.

STARTERS Listed as served unless indicated

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Awesome Blossom [®] w/ Seasoned Sauce	1 Serving	2710	203	36	194	24	15
Blazin' Boneless Buffalo Wings w/ Mango Dipping Sauce	9 Each	1050	67	11	60	52	4
Boneless Buffalo Wings w/ Bleu Cheese Dressing	9 Each	1170	65	15	50	51	4
Boneless Shrimp w/ Ranch Dressing	9 Each	1140	62	10	91	53	4
Bottomless Tostada Chips	1 Basket	400	36	6	18	3	3
Bottomless Tostada Chips w/ Hot Sauce	1 Basket	480	36	6	26	6	4
Classic Nachos w/ Pico de Gallo and Sour Cream	1 Serving	1450	108	57	53	65	10
Classic Nachos w/ Fajita Beef	1 Serving	1740	127	65	65	89	10
Classic Nachos w/ Fajita Chicken	1 Serving	1630	112	58	55	99	12
Fried Cheese w/ Marinara Sauce	9 Each	1210	89	28	82	42	3
Hot Spinach & Artichoke Dip	1 Skillet	510	17	3	39	24	16
Hot Spinach & Artichoke Dip w/ Tostada Chips	1 Skillet	605	26	6	45	30	21
Skillet Queso	1 Skillet	670	53	30	12	35	3
Skillet Queso w/ Tostada Chips	1 Skillet	1070	89	37	30	38	6
Southwestern Eggrolls w/ Avocado-Ranch Dressing	3 Each	810	51	10	59	29	10
Texas Cheese Fries w/ Jalapeno-Ranch Dressing	1 Skillet	970	150	27	72	83	3
Triple Dipper [™] - Celery & Carrot Sticks Garnish	1 Garnish	20	0	0	3	0	1
Triple Dipper - Blazin' BBQ Wings w/ Mango Sauce	5 Each	620	41	7	35	28	2
Triple Dipper - Boneless Buffalo Wings w/ Tostada Chips & Bleu Cheese Dressing	5 Each	760	57	10	0	28	3
Triple Dipper - Chicken Crispers w/ Honey Mustard Dressing	3 Each	790	63	11	21	34	0
Triple Dipper - Country Fried Chicken Crispers	3 Each	810	41	8	26	35	1
Triple Dipper - Fried Cheese Option w/ Marinara Sauce	5 Each	680	50	16	34	22	1
Triple Dipper - Honey Fried Chicken Crispers w/ Honey-Chipotle Sauce	3 Each	960	41	8	115	37	1.5
Triple Dipper - Hot Spinach & Artichoke Dip w/ Tostada Chips	1 Portion	630	53	17	27	11	4
Triple Dipper - Shanghai Wings w/ Wasabi-Ranch Dressing	5 Each	780	45	7	63	30	3
Triple Dipper - Southwestern Eggrolls w/ Avocado-Ranch Dressing	2 Each	550	35	7	39	20	6
Triple Dipper - Wings Over Buffalo [™] w/ Bleu Cheese Dressing	5 Each	740	67	14	3	33	0
Wings Over Buffalo [™] w/ Bleu Cheese Dressing	10 Each	1340	117	26	4	68	0

* Pick three of your favorite Triple Dipper. Nutrition information is calculated with Dipping Sauce/Dressing.

SOUPS Without crackers

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Baked Potato Soup	1 Cup	220	16	10	12	8	1
Baked Potato Soup	1 Bowl	440	33	20	25	16	1
Broccoli Cheese Soup	1 Cup	190	9	6	12	7	2

SIDES & EXTRAS (cont)

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Steamed Seasonal Veggies w/ Parmesan Cheese	1 Side	80	5	1	6	3	1
Steamed Broccoli	1 Side	80	6	1	6	3	3

CREATE YOUR OWN COMBO Without sides or toast (Choose 2 each for Combo)

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Size & Spice Classic Shrimp	1 Serving	540	42	14	1	36	0
Size & Spice Frying Platters	1 Serving	270	27	2	16	30	0
Size & Spice Garlic & Lime Grilled Shrimp	1 Serving	260	13	2	6	24	0
Size & Spice Half Rack Beef Back Ribs	1 Serving	490	39	12	16	28	1
Size & Spice Honey BBQ Sirloin	1 Serving	730	67	22	17	48	5
Size & Spice Margarita Grilled Chicken	1 Serving	520	13	2	13	36	1
Size & Spice Monterey Chicken [®]	1 Serving	460	27	15	14	44	1

FIRE-GRILLED STEAKS Without sides or toast

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Chim Ribs	1 Serving	870	76	28	3	40	1
Classic Sirloin	1 Serving	540	42	14	1	36	0
Country-Fried Steak w/ Sides	1 Serving	1990	107	29	148	99	7
Flame-Grilled Ribeye	1 Serving	950	67	30	1	40	0
Honey BBQ Sirloin	1 Serving	800	68	21	19	48	1
NY Strip	1 Serving	790	64	23	1	48	0

BARY BACK RIBS Without sides

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Blazin' Habanero Ribs w/ Habanero BBQ Sauce	1 Serving	1200	68	24	94	58	5
Brown Sugar Chile Ribs w/ Sauce	1 Serving	1000	70	25	37	56	3
Honey Chipotle Ribs w/ Sauce	1 Serving	1160	65	24	80	56	3
Honey BBQ Ribs w/ Honey BBQ Sauce	1 Serving	1060	65	24	82	56	3
Memphis Dry Rub Ribs w/ Dijon BBQ Sauce	1 Serving	1000	70	25	37	56	3
Original BBQ Ribs w/ Classic BBQ Sauce	1 Serving	970	66	24	33	56	3

CHICKEN Listed as served

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Cajun Chicken Pasta w/ Garlic Toast	1 Serving	1500	78	39	123	67	8
Chicken Chick Tacos	1 Serving	1140	45	11	128	53	10
Chicken Tacos	1 Serving	1200	41	18	137	57	12
Chicken Crispers	1 Serving	1880	130	23	133	67	8
Country Fried Chicken Crispers (no dressing)	1 Serving	1680	101	19	141	68	9
Crispy Honey Chipotle Crispers w/ Chipotle Sauce	1 Serving	2040	99	19	240	70	9
Margarita Grilled Chicken	1 Serving	690	18	3	81	48	9
Monterey Chicken [®]	1 Serving	1130	67	27	67	73	11

BUZZING FAJITAS & QUESADILLAS

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Add On - Cantaloupe Salsa (to black beans only)	1 Serving	350	3	10	63	12	8
Flour Tortillas (for fajitas)	4 Each	400	12	4	79	26	2
Guacamole, Sour Cream, Cheese & Pico de Gallo (boat)	1 Boat	240	19	10	8	8	3
Buffalo Chicken Fajitas	1 Skillet	1090	78	17	56	51	8
Classic Fajitas & Shrimp Fajitas	1 Skillet	720	42	6	34	51	4
Classic Chicken Fajitas	1 Skillet	630	11	2	23	40	3
Classic Steak Fajitas	1 Skillet	790	46	14	31	59	5
Classic Combo Chicken & Steak Fajitas	1 Skillet	1130	84	22	28	55	8
Fajita Trio - Garlic Lime Shrimp, Grilled Steak and Chicken	1 Skillet	870	51	17	28	71	5
Mushroom Jack Fajitas	1 Skillet	750	45	14	31	59	5
Steak & Pomegranate Fajitas	1 Skillet	1130	84	22	28	55	8
Sweet On - Guacamole	1 Serving	80	5	0	3	0	1
Rice, Black Beans, Sour Cream & Pico de Gallo	1 Serving	480	10	5	79	14	8
Fajita Chicken Quesadillas	1 Serving	1830	95	47	151	86	12
Fajita Steak Quesadillas	1 Serving	1830	95	47	151	86	12
Fajita Combo Chicken & Steak Quesadillas	1 Serving	1990	87	24	133	89	12

SEAFOOD Listed as served

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Add On - Garlic & Lime Grilled Shrimp	4 Each	160	10	2	3	12	0
Friedcrust Tostitos	1 Serving	540	14	3	63	27	6
Grilled Shrimp Alfredo Pasta w/ Garlic Toast	1 Serving	1540	84	40	123	77	6
Grilled Salmon w/ Garlic & Herb	1 Serving	700	33	8	63	48	5
Southwest Cedar Plank Tilapia	1 Serving	680	34	4	53	40	6

SOUPS Without crackers (cont)

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Broccoli Cheese Soup	1 Bowl	320	19	9	23	13	4
Chicken Enchilada Soup	1 Cup	220	14	5	11	13	2
Chicken Enchilada Soup	1 Bowl	440	27	10	22	26	3
Chicken Noodle Soup	1 Cup	50	1	0	7	1	5
Chicken Tortilla Soup	1 Bowl	90	2	1	14	3	2
Chicken Tortilla Soup	1 Cup	140	7	3	10	8	2
Chili - Tortilla w/ Toppings	1 Bowl	270	14	5	19	15	4
Chili - Tortilla w/ Toppings	1 Cup	190	8	4	15	12	3
Chili - Tortilla w/ Toppings	1 Bowl	420	18	7	36	29	8
New England Clam Chowder Soup	1 Cup	470	33	17	27	17	3
New England Clam Chowder Soup	1 Bowl	940	65	34	54	34	6
Southwestern Vegetable Soup	1 Cup	110	5	2	13	5	2
Southwestern Vegetable Soup	1 Bowl	220	9	3	26	9	3

SALEDS No dressing included unless indicated

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Boneless Buffalo Chicken Salad	1 Serving	910	58	13	51	44	6
Cesar Salad w/ Chicken & Caesar Dressing	1 Serving	1010	76	13	39	38	7
Cesar Salad w/ Lime Grilled Shrimp & Caesar Dressing	1 Serving	990	77	13	39	30	6
Dinner Salad - House	1 Serving	140	7	3	12	6	2
Dinner Salad - Caesar w/ Caesar Dressing	1 Serving	320	43	8	27	6	5
Grilled Caribbean Salad	1 Serving	440	10	2	51	33	6
Lettuce Wraps w/ Dipping Sauces	1 Serving	530	35	5	56	14	8
Messuto Chicken Salad	1 Serving	800	43	16	53	53	10
Quesadilla Explosion Salad w/ Ranch Drizzle	1 Serving	960	48	22	81	58	11
Southwestern Cobb Salad	1 Serving	970	60	16	56	53	7

DRESSINGS & SAUCES Listed as served

Serving Size	Cal	Fat(g)	Fat-S(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Asian Sesame Ginger Dressing	2 fl oz	290	26	4	6	0	4
Avocado Ranch Dressing	2 fl oz	150	15	2	3	0	240
Awesome Blossom Sauce	2 fl oz	350	36	5	5	0	410
Balsamic Ranch Dressing	2 fl oz	270	27	4	4	3	0
Balsamic Vinaigrette Dressing	2 fl oz	270	27	4	4	3	0
Balsamic Vinaigrette Dressing, low fat	2 fl oz	50	0	0	9	0	0
BBQ Sauce	2 fl oz	80	0	0	18	0	1
Bleu Cheese Dressing	2 fl oz	320	35	6	1	2	0
Caribbean BBQ Sauce	2 fl oz	350	37	5	2	0	330
Carolina BBQ Sauce	2 fl oz	130	0	0	31	0	5
Chimichurri Sauce	2 fl oz	250	29	3	3	1	470
Chipotle Ranch Dressing	2 fl oz	170	18	3	2	3	0
Citrus Balsamic Vinaigrette Dressing	2 fl oz	340	33	5	7	0	0
Citrus Vinaigrette Dressing	2 fl oz	330	32	2	2	1	430
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APPENDIX 2: Ruby Tuesday Menu

Nutrition Information

Nutrition Information

Calories / Fat gm / Net Carb gm / Fiber gm

Appetizers

Per serving (with four servings per item).

Spinach Artichoke Dip.....	332 / 20 / 27 / 3
Southwestern Spring Rolls.....	177 / 10 / 14 / 2
Fresh Avocado Quesadilla.....	172 / 13 / 12 / 1
Asian Dumplings.....	110 / 5 / 11 / 1
Jumbo Lump Crab Cake.....	111 / 8 / 3 / 1
Thai Phoon Shrimp.....	194 / 13 / 11 / 1
Point Reyes Blue Cheese Chips.....	510 / 37 / 29 / 2
Chicken Quesadilla.....	226 / 14 / 12 / 1
Classic Sampler.....	338 / 19 / 25 / 2
Fire Wings.....	219 / 16 / 2 / 1
Wisconsin Cheddar Fries.....	302 / 17 / 25 / 2
Grand Sampler.....	324 / 19 / 17 / 2

Fresh Combinations

White Bean Chicken Chili.....	258 / 8 / 22 / 8
Broccoli & Cheese Soup.....	443 / 34 / 20 / 1
Chicken & Broccoli Quiche.....	735 / 58 / 23 / 1
Gourmet Chicken Pot Pie (lunch portion).....	793 / 61 / 26 / 3
Ruby Minis (2).....	655 / 16 / 36 / 1
Turkey Minis (2).....	517 / 33 / 32 / 1

Salads

Club House Salad.....	896 / 60 / 30 / 8
Carolina Chicken Salad.....	1022 / 72 / 38 / 7
Grilled Salmon Salad.....	590 / 35 / 17 / 4

Chicken

Gourmet Chicken Pot Pie.....	1459 / 115 / 38 / 5
Parmesan Chicken Pasta.....	1654 / 96 / 115 / 11
Chicken & Broccoli Pasta.....	1713 / 95 / 105 / 13
Bistro Barbecue Chicken.....	661 / 33 / 16 / 0
Chicken Bella.....	626 / 36 / 11 / 3
Chicken Fresco.....	464 / 23 / 6 / 1
Chicken Oscar.....	469 / 22 / 3 / 1

Nutrition information does not include any side items, dipping sauces, bread or crackers served on the side.

Handcrafted Burgers*

Ruby's Classic Burger.....	1013 / 71 / 48 / 4
Classic Cheeseburger.....	1103 / 78 / 48 / 4
Bacon Cheeseburger.....	1193 / 85 / 48 / 4
Smokehouse Burger.....	1392 / 96 / 71 / 6
Point Reyes Blue Cheese Burger.....	1280 / 93 / 48 / 4
Alpine Swiss Burger.....	1374 / 98 / 60 / 6
Bison Burger.....	892 / 57 / 48 / 5
Bison Bacon Cheeseburger.....	1072 / 71 / 48 / 5
Veggie Burger.....	953 / 52 / 60 / 15
Turkey Burger.....	812 / 45 / 49 / 4
Avocado Turkey Burger.....	1034 / 63 / 49 / 7
Bella Turkey Burger.....	1145 / 71 / 56 / 6
Buffalo Chicken Burger.....	1041 / 71 / 62 / 5
Chicken BLT Burger.....	981 / 63 / 59 / 5
Hickory Chicken Burger.....	863 / 47 / 59 / 3
Avocado Chicken Burger.....	864 / 51 / 47 / 5

Ruby Minis

Ruby Minis (4).....	1310 / 90 / 72 / 2
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Premium Burgers*

Triple Prime Burger.....	883 / 56 / 50 / 3
Triple Prime Cheddar Burger.....	1063 / 70 / 50 / 3
Grilled Salmon BLT.....	1150 / 77 / 48 / 3
Jumbo Lump Crab Burger.....	755 / 45 / 57 / 6

Ribs

Premium Baby Back Ribs

Classic BBQ - Half Rack.....	493 / 32 / 14 / 0
Classic BBQ - Full Rack.....	986 / 65 / 29 / 0
Memphis Dry Rub - Half Rack.....	535 / 40 / 3 / 0
Memphis Dry Rub - Full Rack.....	1070 / 79 / 7 / 0

** These menu items are cooked to order. Notice: Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness, especially if you have a medical condition.*

Calories / Fat gm / Net Carb gm / Fiber gm

Steaks*

Top Sirloin - 7 oz.....	206 / 5 / 2 / 0
Top Sirloin - 9 oz.....	256 / 6 / 2 / 0
Peppercorn Mushroom Sirloin.....	604 / 36 / 14 / 2
Rib Eye.....	591 / 35 / 5 / 1
Premium Aged Prime Sirloin.....	544 / 30 / 0 / 0
Sirloin & Crab Cake.....	476 / 22 / 12 / 3

Seafood

Asian Glazed Salmon.....	424 / 27 / 7 / 0
Lemon Grilled Salmon.....	458 / 32 / 1 / 0
Creole Catch.....	312 / 16 / 0 / 0
New Orleans Seafood.....	495 / 31 / 2 / 0
Louisiana Fried Shrimp.....	423 / 17 / 38 / 2
Parmesan Shrimp Pasta.....	1221 / 64 / 98 / 10
Salmon Oscar.....	539 / 37 / 3 / 1
Grilled Salmon Salad.....	590 / 35 / 17 / 4

Dressings, Sauces & Toppings

Nutrition information below is for 1 oz. serving.

Blue Cheese.....	177 / 19 / 1 / 0
Caesar.....	97 / 10 / 2 / 0
Ranch.....	101 / 11 / 1 / 0
Light Ranch.....	55 / 5 / 1 / 0
Fresh Avocado Ranch.....	59 / 5 / 3 / 0
Balsamic Vinaigrette.....	35 / 2 / 4 / 0
Salsa.....	10 / 0 / 3 / 0
Barbecue Sauce.....	50 / 0 / 13 / 0
Marinara Sauce.....	17 / 1 / 2 / 0
Sour Cream.....	30 / 2 / 2 / 0
Chocolate Sauce.....	100 / 1 / 23 / 1
Caramel Sauce.....	100 / 0 / 25 / 0
Peanut Sauce.....	66 / 3 / 8 / 0
Lemon Butter Sauce.....	93 / 9 / 1 / 0
Sweet & Spicy Chile Sauce.....	170 / 17 / 2 / 0
Asian Barbecue Sauce.....	59 / 3 / 7 / 0
Parmesan Cream Sauce.....	96 / 9 / 2 / 0

** Steaks are cooked to order.*

Kids' Meals

Pasta with Marinara.....	314 / 4 / 53 / 7
Chicken Tenders & Fries.....	714 / 31 / 74 / 7
Grilled Cheese & Fries.....	929 / 50 / 88 / 7
Macaroni & Cheese.....	595 / 33 / 54 / 0
Mini Cheeseburgers & Fries.....	907 / 49 / 82 / 5
Fried Shrimp.....	571 / 21 / 71 / 6
Fried Cheese.....	704 / 34 / 73 / 9

Side Items

Tomato & Mozzarella Salad.....	112 / 7 / 6 / 1
Tossed Caesar Salad.....	174 / 15 / 5 / 2
Premium Baby Green Beans.....	85 / 5 / 5 / 3
Sautéed Baby Portabella Mushrooms.....	173 / 14 / 7 / 2
Fresh Steamed Broccoli.....	129 / 8 / 5 / 3
White Cheddar Mashed Potatoes.....	274 / 16 / 21 / 3
Creamy Mashed Cauliflower.....	153 / 10 / 9 / 5
Couscous.....	183 / 5 / 41 / 11

Baked Potato

(with butter & sour cream).....	459 / 19 / 51 / 11
Baked Potato (with cheese & bacon).....	614 / 32 / 52 / 11
Brown Rice Pilaf.....	
(with cheese & tomatoes).....	221 / 6 / 33 / 2
Fresh Hot Fries.....	359 / 13 / 52 / 5
Toast.....	320 / 18 / 32 / 2

Desserts

Double Chocolate Cake.....	979 / 48 / 118 / 6
Gourmet Cookie & Ice Cream.....	620 / 29 / 82 / 2
Blondie.....	677 / 31 / 91 / 2
Chocolate Tallcake.....	605 / 21 / 93 / 1
Fresh Strawberries & Ice Cream.....	840 / 40 / 100 / 3
Chocolate Chip Cookie.....	320 / 15 / 40 / 2
White Chocolate Macadamia Nut Cookie.....	340 / 20 / 38 / 1

Nutrition information does not include any side items, dipping sauces, bread or crackers served on the side.

Nutrition information is for one serving and is based on lab analysis of food products prepared in our test kitchen or by our suppliers. Due to food preparation, amounts may vary.

- ¹ U.S. Department of Health and Human Services, *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity* (Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General, 2001), XI.
- ² National Restaurant Association, "Frequently Asked Questions," National Restaurant Association, <http://www.restaurant.org/aboutus/faqs.cfm> (accessed October 12, 2007).
- ³ Shanthy A. Bowman, PhD and Bryan T. Vinyard, PhD, "Fast Food Consumption of U.S. Adults: Impact on Energy and Nutrient Intakes and Overweight Status" *Journal of the American College of Nutrition* 3, no. 2 (2003): 167.
- ⁴ Georgia Department of Human Resources, Division of Public Health, "Overweight and Obese Adults in Georgia," 8.
- ⁵ Bonnie Liebman and David Schardt, "Diet & Health: Ten Mega Trends," *Nutrition Action Health Letter*, (2001), 1-5.
- ⁶ Center for Disease Control and Prevention, "Fast Stats A to Z: Obesity," National Center for Health Statistics, <http://www.cdc.gov/nchs/fastats/overwt.htm> (accessed October 11, 2007).
- ⁷ Christina Paxson, Elisabeth Donahue, C. Tracy Orleans, and Jeanne Ann Grisso, "Introducing the Issue," *The Future of Children: Childhood Obesity* 16, no. 1 (2006): 3.
- ⁸ S. Jay Olshansky, PhD, Douglas J. Passaro, MD, Ronald C. Hershow, MD, Jennifer Layden, MPH, Bruce A. Carnes, PhD, Jacob Brody, MD, Leonard Hayflick, PhD, Robert N. Butler, MD, David B. Allison, PhD, and David S. Ludwig, MD, PhD, "A Potential Decline in Life Expectancy in the United States in the 21st Century," *New England Journal of Medicine* 352, no. 11, 1143.
- ⁹ David B. Allison, PhD, Kevin R. Fontaine, PhD, JoAnn E. Manson, MD, DrPH, June Stevens, PhD, and Theodore B. Vanltallie, MD, "Annual Deaths Attributable to Obesity in the United States," *Journal of the American Medical Association* 282, no. 16 (1999): 1535.
- ¹⁰ Georgia Department of Human Resources, Division of Public Health. July 2005. Overweight and Obese Adults in Georgia In *Georgia's Nutrition and Physical Activity Plan to Prevent and Control Obesity and Chronic Diseases in Georgia*: 5.
- ¹¹ Georgia Department of Human Resources, Division of Public Health, "Overweight and Obese Adults in Georgia," 5.
- ¹² Georgia Department of Human Resources, Division of Public Health, "Overweight and Obese Adults in Georgia," 8.
- ¹³ Georgia Department of Human Resources, Division of Public Health, "Overweight and Obese Adults in Georgia," 5.
- ¹⁴ Georgia Department of Human Resources, Division of Public Health. July 2005. Overweight and Obese Children in Georgia In *Georgia's Nutrition and Physical Activity Plan to Prevent and Control Obesity and Chronic Diseases in Georgia*: 3.
- ¹⁵ U.S. Department of Health and Human Services, "The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity," 8-9.
- ¹⁶ U.S. Department of Health and Human Services, "Preventing Obesity and Chronic Diseases through Good Nutrition and Physical Activity," Centers for Disease Control and Prevention, <http://www.cdc.gov/nccdphp/publications/factsheets/Prevention/obesity.htm> (accessed October 8, 2007).
- ¹⁷ Georgia Department of Human Resources, Division of Public Health. July 2005. Cost of Overweight and Obesity In *Georgia's Nutrition and Physical Activity Plan to Prevent and Control Obesity and Chronic Diseases in Georgia*: 10.
- ¹⁸ Judith Jones Putnam and Jane E. Allhouse, "Food Consumption, Prices and Expenditures, 1970-97," *Statistical Bulletin*, no. 965 (1999). Food and Rural Economics Division, Economic Research Service, U.S. Department of Agriculture.
- ¹⁹ U.S. Food and Drug Administration, "Guide to Nutrition Labeling and Education Act (NLEA) Requirements."
- ²⁰ Burton, 1674.
- ²¹ Bowman, 167.
- ²² Bowman, 167.
- ²³ Christine Zoumas-Morse, MS, RD, Cheryl L. Rock, PhD, RD, FADA, Elisa J. Sobo, PhD, and Marian L. Neuhouser, PhD, RD, "Children's Patterns of Macronutrient Intake and Associations with Restaurant and Home Eating," *Journal of the American Dietetic Association* 101, no. 8 (2001): 925.
- ²⁴ California Center for Public Health Advocacy, "Californians Overwhelmingly Support Mandatory Menu Labeling," Field Research Corporation, <http://www.publichealthadvocacy.org/menulabelingpoll.html> (accessed November 2, 2007).

- ²⁵ U.S. Food and Drug Administration, "Guide to Nutrition Labeling and Education Act (NLEA) Requirements."
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