



Fast-food labelling law trims intake

Count on kilojoules

Marianne Betts

health reporter

MANDATORY kilojoule labelling in fast-food restaurants leads to one in six customers buying healthier food.

The finding comes as governments seek to combat obesity by forcing fast-food outlets to declare the number of kilojoules in their food.

Labelling laws are being considered by federal and state governments and have been introduced in NSW.

The Federal Government is expected to respond by the end of the year to a review recommending the mandatory declaration of energy content on menus.

The Brumby government last year said it would compel chains with 50 or more outlets to provide kilojoule

labels on their menus but the Baillieu Government is yet to act.

US researchers found laws requiring chain restaurants to provide kilojoule information, introduced in New York in 2008, had had a small but positive effect.

They interviewed and obtained receipts from 7309 customers at 168 restaurants in 2007, a year before the regulation, and 8489 in 2009, nine months after the law was introduced.

They found 15 per cent of customers reported using the kilojoule information and, on average, these customers bought 444 fewer kilojoules than people who did not see or use the information.

Lead researcher Dr Tamara Dumanovsky, of New York's Health Department, said

kilojoule labelling was one way to address the obesity epidemic.

"Special attention should be focused on educating customers on how to interpret and use nutrition information," she said.

The research is published in the *British Medical Journal*.

"This is a very important finding," Australian Obesity Policy Coalition adviser Jane Martin said. "Even small changes can have a big impact on health outcomes."

Outlets are also being encouraged to reduce the fat and sugar content in their products.

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'Small changes can have a big impact on health'

JANE MARTIN

back



WAKE UP to JOY
 By breakfast with hot cakes
4.99 1350 cal.

McGriddles
 BACON, EGG & CHEESE
4.69
570 cal.
3.19
 CARAMEL
420 cal.

Chockyfull o' Nuts
 NEW YORK'S COFFEE

	12 oz.	16 oz.	CALORIES PER SERVING
FRESHLY BREWED COFFEE	\$1.69	\$1.99	5
HOT TEA	\$1.60	\$1.99	3-4
HOT CHOCOLATE	\$1.69	\$1.99	120
FLAVOR SHOT	\$0.50	44-50	

Bakery

CHOCK CLASSIC	\$3.99	375
BAGELS	\$1.99	294-322
BAGELS WITH CREAM CHEESE	\$2.49	393-421
EXTRA CREAM CHEESE	\$0.50	99
BAKERY ITEMS	\$1.99	260-460

McCafe

	Small	Medium	Large	CALORIES
Blended				
Real Fruit Smoothies	2.99	3.49	3.99	210-320
Mocha or Caramel Frappe	3.49	3.99	4.49	450-600
ESPRESSO & CHOCOLATE				
Mocha	2.99	3.49	3.99	240-400
Caramel Mocha	2.99	3.49	3.99	230-400
Iced Mocha	2.99	3.49	3.99	230-390
Iced Caramel Mocha	2.99	3.49	3.99	220-420
Latte & Cappuccino	2.99	3.49	3.99	60-330
Iced Latte	2.99	3.49	3.99	40-230
Hot Chocolate	2.99	3.49	3.99	250-460
Iced Chocolate	2.99	3.49	3.99	250-500
BREWED				
Premium Roast Coffee	1.49	1.79	1.99	0
with 2% cream Iced Coffee	2.49	2.99	3.49	90-280

Chewing the fat: These pictures, taken in New York, show the calories per serve of food and drinks in chain restaurants.