APPLYING A Consumer Advisory to Your Menu

If animal foods such as beef, eggs, fish, lamb, pork, poultry, or seafood is served or sold raw, undercooked, or without otherwise being processed to eliminate disease-causing microorganisms (pathogens), the consumer must be made aware of the risk by a written **DISCLOSURE** and **REMINDER** statement.



DISCLOSURES (areas circled in red) see the word "Raw" or the use of the asterisk

- **DISCLOSURE:** Animal foods that are or may be ordered raw, rare, or undercooked (e.g., raw oysters) must be clearly identified by a description OR an asterisk leading to a footnote that states the foods are being served raw or undercooked.
- **REMINDER:** written statement identifying the health risks of consuming the raw or undercooked animal food must be provided. The reminder statement may be put on any page of the menu, on a placard, table tent, or by any other written means.



Wisconsin Department of Agriculture, Trade and Consumer Protection | Division of Food and Recreational Licensing 2811 Agriculture Drive, PO Box 8911, Madison, WI 53708 datcp.wi.gov