



FOOD SAFETY AND STANDARDS  
AUTHORITY OF INDIA

*Inspiring Trust, Assuring Safe & Nutritious Food*  
Ministry of Health and Family Welfare, Government of India



## Guidance Note

### MENU LABELLING IN FOOD SERVICE ESTABLISHMENTS

# Introduction

Menu labelling is aimed at informing consumers about the calorific value and nutrient content of the food. In India, eating out is a common practice nowadays. It is important for consumers to understand what they eat. Menu labelling is a practical tool and a crucial step towards helping citizens make informed choices while ordering food.

**Menu labelling will:**

Provide customers with information to help them make well informed choices about what they eat and feed their children when dining out.

Help consumers to choose smaller portions.

Promote public health.

Help Restaurants position themselves as healthy place to eat.

## Purpose

It is aimed at giving a sense of the menu labelling provision included in the draft Labelling & Display, Regulations, wherein Food Safety and Standards Authority of India plans to make menu labelling mandatory for the Food Service Establishments having Central license / **outlets at 20 or more locations** and voluntary for others. FSSAI encourage smaller establishments to voluntarily adopt menu labelling, contribute in promoting public health and demonstrate that they are responsible food business operators. It is expected that food business operators begin to do it and build experience before the proposed regulation being put in place.

## What is expected from Menu Labelling

Food Service Establishments are expected to display **Calories** on Menu Cards or Boards, and in addition to calorie labelling on menu. Food Service Establishments are also required to keep written nutrition information, information relating to allergens, gluten free and low gluten in form of a booklet or handout and on their websites which shall be provided to the consumer upon request. E-commerce would also provide this information in menu linked against the food service establishment on their platform, where applicable.

Information relating to Organic foods/ ingredients may also be included in the booklet or handout and their websites

## Menu labelling will apply to following food service establishments:

- Meals and snacks from hotels, restaurants, Quick service Restaurants (QSRs), bakeries, coffee shops, ice cream stores, takeaways.
- Take-out and delivery foods, such as pizza.
- Alcoholic drinks such as cocktails when they appear on menus.
- Foods at places of entertainment, such as movie theaters or amusement parks.

## Exemptions from menu labelling include:

- Event caterers and Food service premises that operate for less than 60 days in a calendar year (consecutively or non-consecutively).
- Self-serve condiments that are free of charge and not listed on the menu.
- Special-order items or modified meals and menu items as per customer's request.

## Methods to determine nutritive value of food items

Calorie and nutrition information for all food items/meal/platter/portion wise being prepared and sold by the food businesses should be calculated. The various methods of calculating the nutritive value are:

- Calculation using the nutritive values of various food products provided by National Institute of Nutrition (ICMR), Hyderabad (Book Reference: Indian Food Composition Table, 2017). This can also be done using software (such as dietsoft) based on standardized values shared by National Institute of Nutrition (NIN). This method may be used by hotels, catering services etc. (Refer sample calculation provided below)
- Laboratory testing and a nutrient analysis method- This method may be used by QSRs, Coffee Chains, Restaurants with standardized recipes and are producing standardized food items and beverages at various outlets.

## Calories for standard food items on menu to be displayed

- Per portion/item/meal and, for multi-portion items, the number of portions must also be provided;
- Adjacent to the name or price of the standard food item; and
- Unobstructed and readily legible to customers (see sample displays).

Additionally, reference information on calorie requirements shall also be displayed clearly and prominently on menu as **“Based on 2,000 Kcal energy requirements for an average adult per day, however, calorie needs may vary”**.

However, flexibility in the wordings of the above statement is acceptable, provided that the meaning of the statement is not altered.

# SAMPLE CALCULATION

## How to calculate nutrition content of a recipe

1.
- Write the amount of ingredients being used per while cooking a dish (if no standardized recipe available then approximate amounts may be mentioned). Example: Ingredients of **Masala Peas Corn** per portion/serve are:

Ingredients	Amount per portion/serve
Onion	30gm
Tomato	20gm
Corn	30gm
Green Peas	30 gm
Refined Oil	20ml
Ginger	5gm
Garlic	5gm
Red Chilly Powder	2gm
Garam Masala	2gm
Salt	25gm
Coriander Leaves	20gm
Dhaniya Powder	30gm
Haldi Powder	20gm
Degi Mirch	10gm

2.
- Use the selected ingredients of Masala Peas Corn (spices and condiments not included) for calculation of Energy/Calories and macro nutrients like Fat, Protein and Carbohydrates.

Ingredients	Amount per portion/serve	Energy	Protein	Fat
		(kcal)	(g)	(g)
Onion	30gm			
Tomato	20gm			
Corn	30gm			
Green Peas	30gm			
Refined Oil	20ml			
Total				

3. Calculation Method:

a) For calculation of energy use the following energy conversion factors:

Component	kcal/g
Protein	4
Fat	9
Available Carbohydrate	4
Fibre	2

Further, to convert energy in kJ to kcal, divide kJ value by 4.186.

b) Calculation of energy from refined oil –

100ml of oil provides 900 Kcal of energy (1g of fat provides 9kcal)

Then, 20 ml will provide  $900/100 \times 20 = 180$  Kcal Energy

Similarly, energy/calorie and nutrients for other ingredients may be calculated as depicted below using the standard values of energy/calories and macronutrients per 100g of food in various food items as provided in the Book: Indian Food Composition Tables, 2017 by National Institute of Nutrition (ICMR).

Ingredients	Amount per portion/serve	Energy	Protein	Fat
		(kcal)	(g)	(g)
Onion	30gm	15	0.4	-
Tomato	20gm	4	0.3	-
Corn	30gm	38	1.4	.3
Green Peas	30gm	28	2.2	-
Refined Oil	20ml	180	-	20
Total		265 kcal	4.1 g	20.3 g

Hence, one portion of masala peas corn provides 265 kcal energy, 4.1g protein, 20.3 g fat.



SAMPLE DISPLAYS

300 calories or under each



Egg Muffin	300 cal.	Strawberry	380 cal.	Apple Pie	250 cal.
Cheese Burger	300 cal.	6 pc. Chicken Nuggets	280 cal.	Hamburger	250 cal.
Sausage Burrito	300 cal.	Grilled Chicken Snack Wrap	270 cal.	Caramel MOcha nonfat milk (Med.)	240 cal.
Fruit & Mapple Oatmeal	290 cal.	Strawberry Banana Real Fruit Smoothie (Med.)	260 cal.	Small Fries	230 cal.
Premium Southwest Salad (Grilled Chicken, excludes dressing)	290 cal.			Fruit & Walnuts	210 cal.

200 calories or under each



Iced Coffee (Med.)	200 cal.	Vanila Cone	170 cal.	Hush Browns	150 cal.
Premium Caesar Salad (grilled chicken, excludes dressing)	190 cal.	Chocolate Chip Cookie	160 cal.	Chocolate Milk Fat Free	130 cal
		Fruit'Nut'Yogurt Parfait	150 cal.		

100 calories or under each





Milk 1% Low-Fat	100 cal.	Iced Latte non-fat milk (med.)	60 cal.	Apple Slices	15 cal.
Latte non-fat milk (sm.)	90 cal.	Side Salad (excludes dressing)	20 cal.	Diet Soft Drink	0 cal
				Premium Roast Coffee	0 cal.

A 2,000 calorie daily diets is used as the basis for general nutrition advice, however, individual calorie needs may vary.

Online and Physical Menus



 Spinach Kebab Wrap  
Calories 452 | Indian inspired spinch kebab with fresh veggies in a multigrain

KCAL		
137	<b>SWEET CORN MINI SALAD</b>	₹59/-
	Sweet corn, green peas, broccoli, bell pepper, coriander, black pepper, chilli flakes, vinegar, sugar & spring onion	
112	<b>WATER MELON FETA MINI SALAD</b>	₹69/-
	Water melon, cheese, balsamic vinegar, mint, basil, walnut & brown sugar	
150	<b>ZESTY SPROUTS MINI SALAD</b>	₹89/-
	The goodness of sprouts, paired with the fun of chaat masla, lime & green chillies, speckled with pomegranate	



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