

# MENU LABELING: MOVIE THEATER COMPLIANCE

CINEMACON 2015



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**WASHINGTON, DC**  
**NATO HEADQUARTERS**

**Member education**  
**Liaise with FDA**  
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# Theater Dining: Menu Labeling Challenges



*For example:*

RESTAURANT CONCEPTS

ICE CREAM COUNTERS

HOT DOG STANDS

COFFEE SHOPS

BARS



*Apply the criteria:*

- 20 OR MORE LOCATIONS
- DOING BUSINESS UNDER THE SAME NAME
- SERVING RESTAURANT-TYPE FOOD
- SUBSTANTIALLY THE SAME MENU ITEMS





# FOOD FOR THOUGHT

PUBLIC PERCEPTION

ACTIVIST GROUPS

VOLUNTARY  
REGISTRATION

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COMPANIES MAY WISH TO SEEK INDIVIDUAL COUNSEL FOR  
FURTHER INTERPRETATION OF THE RULE.