

MENU LABELING: MOVIE THEATER COMPLIANCE

CINEMACON 2015



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Member education
Liaise with FDA
Advocate for industry



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.