

Media Release



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NSW Leading the way with Menu Labelling Laws Enforced from Today

The Heart Foundation believes menu labelling which has come into force today in NSW will assist people to make a healthier choice for themselves and their families.

“With over 52 percent of the NSW population being classified as overweight or obese, and over 2.6 million Australians eating in fast food restaurants every single day we think this is an historic milestone in the fight against cardiovascular disease and obesity,” Tony Thirlwell, Heart Foundation CEO – NSW said.

Cardiovascular disease claims a life in Australia every 11 minutes – currently 34 percent of all deaths and adversely affects the quality of life of one in six Australians.

Fast food chains with 20 outlets in New South Wales (NSW) or 50 nationally will have to display kilojoule information on their menus under new laws which come in to force in NSW today (1 February).

“By providing consumers with the kilojoule content of take away food items we believe people will more easily be able to decide what the healthier choice is,” Mr Thirlwell said.

“Heart Foundation research shows us that people often significantly underestimate the kilojoules in the foods they buy, which is why it's important to give people the facts.

“Nutrition information will be on menu boards where it's going to be noticed as a serious attempt to help people make healthier choices.

The Heart Foundation says the move will help people make healthier choices, especially parents choosing for their children.

The laws apply not just to the major fast food chains, but also to coffee, bakery and snack food chains.

“While the Heart Foundation welcomes these new laws, we see this as a first step and support future moves to also provide consumers with information on saturated fat and salt.

“It's not about telling people what to do – it's about people having the right to know what they are eating,” Mr Thirlwell said.

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For more information please contact:

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