Why Allergen Menu Labeling Makes Good Business Sense

# SB 68: A Smart Investment in Public Health and Customer Loyalty

California's SB 68 requires restaurants to label menu items containing any of the 9 major food allergens (does not include labeling of cross-contact). This policy increases customer trust, drives sales, and reduces legal risk for restaurants, as proven in over 30 countries worldwide.

"It is widely appreciated in the hospitality industry that customers with allergies tend to be loyal to restaurants that provide allergen-free foods." — Frontiers in Allergy, 2023  
  
"PF Chang's saw a 140% jump in gluten-free sales after introducing a complete gluten-free menu." — Evok Advertising

# The Food Allergy Market Is Large and Growing

- More than 4 million, 10% of Californians have life-threatening food allergies  
- 54% are children, impacting family dining decisions  
- An estimated 7.5 million avoid restaurants annually due to allergy concerns  
- $10 billion in lost revenue each year from families avoiding dining out

* - [Everybite](https://www.linkedin.com/posts/every-bite_why-food-allergies-could-be-a-big-opportunity-activity-7316444980946866176-GTu9?utm_source=share&utm_medium=member_desktop&rcm=ACoAABgYkKIBo6Wey_sCQF65xNNObta1_dd0gOQ) (allergen labeling app) that is partnered with our opposition notes. **“Food Allergies aren’t just a challenge… they’re a massive business opportunity that many restaurants are overlooking”**

# Proven International Success

Since 2014, EU Regulation has required allergen labeling in restaurants across 27 countries. Countries outside the EU also with allergen labeling include Switzerland, Norway, and the United Kingdom.

# Legal Risks Without Labeling

- Negligence & Duty of Care: Restaurants must protect known allergy customers  
- Failure to Warn: Inadequate disclosure increases liability  
- Legal Precedents: Courts are recognizing allergy negligence more frequently

# How Labeling Protects Restaurants

- Reduces human error  
- Sets clear expectations  
- Documents proactive safety measures  
- Builds trust with customers  
- Demonstrates restaurants took reasonable steps to prevent harm

- see attached legal memo: **SB 68 does not increase liability for restaurants**, but may actually reduce liability.

# Business Benefits of Allergen Menu Labeling

- Increased sales (PF Chang's +140% sales with “gluten free” labeling)  
- Higher average ticket price (+60%) per [Certistar](https://certistar.com/), allergen labeling service for businesses   
- Faster service and table turnover (8-12 min faster)  
- Builds customer loyalty  
- Empowers staff to serve safely  
- Helps avoid $25M+ in negligence lawsuits annually

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Over 500 medical professionals, 40+ organizations, and 44,000 individuals support SB 68. See [current list](https://www.addietellsall.com/team-4) of supporters.

**Please read our joint letter of support:**[**http://bit.ly/41JRHhN**](https://linkprotect.cudasvc.com/url?a=http%3a%2f%2fbit.ly%2f41JRHhN&c=E,1,Dh13_aW2BjJJ4Dugoekl0o0pLsT3qudniVULwoWHmEH5B4hh1iBLM3MKXlYM9uj8ywF8J2Pk1FmUU7MTiSfBxkMNUTqJHG4HvpZoFmAiINIhXrSkH-3liw,,&typo=1)  
**Sign your restaurant or business onto our Joint Letter of Support**. Click [link](https://forms.office.com/pages/responsepage.aspx?id=2HrxeSHILEubq2Rkc4uNJzTjao5-UixGn3_zD2RqkUhURVhVUDRUR0xGUUZKOUtORUo0MDYzWkhOSS4u&route=shorturl) or scan.

Watch news coverage of our bill [here](https://youtu.be/RZWqhTqPDX4?si=WSbTxAzLydYJPTJt)

Watch Addie's Senate hearing testimony [here](https://youtu.be/rvM6Ok8fMgw?si=OeUprL-DIQYdvbf1)

[Website](https://www.addietellsall.com/)



