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Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila
TWENTIETH CONGRESS
First Regular Session



HOUSE BILL NO. 9863

Introduced by Representative Hon. Julianne “Jam” L. Baronda

EXPLANATORY NOTE

16 The increasing prevalence of obesity, diabetes, hypertension, cardiovascular diseases, and
17 other diet-related illnesses has become a significant public health concern in the
18 Philippines. These conditions impose substantial burdens on individuals, families, and the
19 healthcare system. One contributing factor is the lack of readily available nutritional
20 information at the point of purchase, which limits consumers' ability to make informed
21 dietary decisions.

22 In today's fast-paced environment, a growing number of Filipinos rely on meals prepared
23 by restaurants, fast-food chains, cafés, and other food establishments. However,
24 consumers are often unaware of the calorie content of the food and beverages they
25 consume. Without access to such information, it becomes difficult for individuals to
26 manage their dietary intake and make choices consistent with their health goals.

27 Providing calorie information on menus and menu boards empowers consumers to make
28 healthier choices, promotes transparency in the food service industry, and increases
29 public awareness of nutritional intake. Experiences in various jurisdictions have shown
30 that menu calorie labeling can positively influence consumer behavior and encourage
31 food establishments to offer healthier menu options. By making calorie information
32 readily accessible, consumers are better equipped to balance their food choices and adopt
33 healthier lifestyles.

34 This proposed measure seeks to require food establishments to display the calorie content
35 of standard food and beverage items in a clear, accurate, and accessible manner. The bill
36 aims to strengthen consumer rights by ensuring that essential nutritional information is
37 available before purchasing decisions are made, thereby enabling consumers to make
38 informed choices regarding their health and well-being.

39 The measure likewise recognizes the vital role of the **Department of Health (DOH)** in
40 promoting public health and preventing nutrition-related diseases through evidence-based
41 policies, nutrition education, and regulatory oversight. As the lead implementing agency,
42 the DOH shall establish standards and guidelines to ensure the accuracy, consistency, and
43 reliability of calorie information disclosed by food establishments.

44 The bill also acknowledges the important role of the **Department of Trade and**
45 **Industry (DTI)** in protecting consumer welfare and ensuring that consumers receive
46 accurate, transparent, and accessible information about the products and services they
47 purchase. Through its participation in the implementation of this measure, the DTI shall
48 help promote consumer awareness and support compliance with calorie disclosure
49 requirements as part of its mandate to uphold consumer rights.

Moreover, **Local Government Units (LGUs)** are essential partners in the effective implementation and enforcement of this Act. As front-line regulatory bodies responsible for business permitting, licensing, and local inspections, LGUs are strategically positioned to monitor compliance by food establishments and assist in ensuring the successful implementation of calorie disclosure requirements within their respective jurisdictions.

Through the collaborative efforts of the DOH, DTI, LGUs, food establishments, and consumers, this measure seeks to foster a culture of informed food choices, encourage healthier eating habits, improve transparency in the food service industry, and contribute to the prevention of obesity and other nutrition-related diseases among Filipinos.

In view of the foregoing, the immediate passage of this bill is earnestly sought.



HON. JULIENNE "JAM" L. BARONDA
Representative
Lone District, Iloilo City

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114 AN ACT REQUIRING FOOD ESTABLISHMENTS TO DISPLAY THE CALORIE
115 CONTENT OF FOOD AND BEVERAGE ITEMS OFFERED FOR SALE,
116 PROMOTING INFORMED CONSUMER CHOICE, AND FOR OTHER
117 PURPOSES

118 Be it enacted by the Senate and House of Representatives in Congress assembled:

119 SECTION 1. Title.

120 This Act shall be known as the "Calorie Transparency and Consumer Information
121 Act."

122 SECTION 2. Declaration of Policy.

123 It is the policy of the State to promote and protect the health of the people by ensuring
124 that consumers are provided with accurate nutritional information necessary to make
125 informed dietary choices. The State recognizes the importance of transparency in food
126 labeling as a means of addressing obesity, diabetes, cardiovascular diseases, and other
127 nutrition-related health concerns.

128 SECTION 3. Definition of Terms.

129 For purposes of this Act:

- 130 (a) **Food Establishment** refers to any restaurant, fast-food outlet, café, bakery, food court
131 stall, catering service, or similar business offering prepared food or beverages for sale to
132 the public.
- 133 (b) **Calorie Content** refers to the amount of energy contained in a food or beverage item,
134 expressed in kilocalories (kcal).
- 135 (c) **Menu Board** refers to any display, printed or electronic, showing food and beverage
136 items available for purchase.

137 SECTION 4. Mandatory Calorie Disclosure.

138 All food establishments covered by this Act shall clearly and conspicuously display the
139 calorie content of each standard food and beverage item:

- 140 (a) On printed menus;

- (b) On menu boards and digital ordering platforms;
- (c) Adjacent to the name or price of each food or beverage item; and
- (d) In a font size and format readily visible to consumers.

SECTION 5. Scope and Exemptions.

The provisions of this Act shall apply to food establishments with five (5) or more branches nationwide or such threshold as may be determined by the implementing agency.

The following may be exempted:

- (a) Temporary food stalls operating for less than thirty (30) days;
- (b) Customized food orders prepared according to individual customer specifications; and
- (c) Other categories as may be determined by the implementing rules and regulations.

SECTION 6. Duties of Food Establishments.

Food establishments shall:

- (a) Determine and maintain reasonably accurate calorie information for standard menu items;
- (b) Make available additional nutritional information upon request; and
- (c) Update calorie disclosures whenever substantial changes are made to menu items.

SECTION 7. Implementing Agency.

The **Department of Health (DOH)** shall be the lead implementing agency of this Act. The DOH shall, in coordination with the **Department of Trade and Industry (DTI)**, local government units (LGUs), and other concerned government agencies, ensure the effective implementation, monitoring, and enforcement of the provisions of this Act.

The DTI shall assist in ensuring compliance by food establishments, promote consumer awareness regarding calorie disclosure requirements, and exercise such powers and functions as may be necessary under existing consumer protection laws.

SECTION 8. Penalties.

Any food establishment that fails to comply with the requirements of this Act shall be subject to:

- (a) First Offense – Written warning and directive to comply within thirty (30) days;
- (b) Second Offense – Administrative fine of not less than Ten Thousand Pesos (₱10,000.00) but not more than Fifty Thousand Pesos (₱50,000.00);
- (c) Third and Subsequent Offenses – Administrative fine of not less than Fifty Thousand Pesos (₱50,000.00) but not more than Two Hundred Thousand Pesos (₱200,000.00), without prejudice to suspension of business permits as may be provided by law.

SECTION 9. Implementing Rules and Regulations.

175 Within one hundred twenty (120) days from the effectivity of this Act, the **Department**
176 **of Health (DOH), in coordination with the Department of Trade and Industry (DTI),**
177 **and other concerned agencies,** shall promulgate the necessary rules and regulations for
178 the effective implementation of this Act.

179 **SECTION 10. Separability Clause.**

180 If any provision of this Act is declared unconstitutional or invalid, the remaining
181 provisions not affected thereby shall continue to be in full force and effect.

182 **SECTION 11. Repealing Clause.**

183 All laws, decrees, executive orders, rules and regulations inconsistent with this Act are
184 hereby repealed or modified accordingly.

185 **SECTION 12. Effectivity.**

186 This Act shall take effect fifteen (15) days after its publication in the Official Gazette or
187 in a newspaper of general circulation.

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189 *Approved,*