

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
Second Regular Session

HOUSE BILL NO. 11439



Introduced by: **REP. SALVADOR A. PLEYTO, SR.**

EXPLANATORY NOTE

The Constitution guarantees the protection and promotion of the right to health of the people and the instillment of health consciousness among them (Article II, Section 15).

The Philippines has faced a rising burden of non-communicable diseases (NCDs) such as hypertension, cardiovascular disease, diabetes, and obesity. According to data from the Department of Health (DOH) and the Food and Nutrition Research Institute (FNRI), lifestyle-related conditions account for a significant portion of mortality in the country. A contributing factor to this trend is the shift in dietary habits, marked by an increased consumption of food prepared outside the home, which often contains high levels of sodium, saturated fats, added sugars, and total calories.

While consumers are increasingly conscious of their health choices, they are often hindered by a lack of accessible and clear information regarding the nutritional value of the food they purchase in chain restaurants, fast-food outlets, and other commercial food establishments. Providing point-of-decision nutritional information empowers individuals to make informed, healthy dietary choices for themselves and their families.

Similar policies implemented in other jurisdictions have encouraged food service operators to reformulate recipes to offer healthier alternatives, thereby fostering a culture of health responsibility across the food industry.

This bill seeks to mandate standard food service establishments with five (5) or more branches to prominently display total calorie counts and core nutritional values on their menus, menu boards, and drive-thru displays.

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


SALVADOR A. PLEYTO, SR.

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HOUSE BILL NO. 11439

Introduced by: **REP. SALVADOR A. PLEYTO, SR.**

**AN ACT MANDATING THE DISPLAY OF NUTRITIONAL INFORMATION ON
THE MENUS AND MENU BOARDS OF FOOD ESTABLISHMENTS AND
PROVIDING PENALTIES FOR VIOLATIONS THEREOF**

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

SECTION 1. This Act shall be known as the "Menu Labeling and Nutritional Transparency Act."

SEC. 2. Declaration of Policy. — It is the policy of the State to protect and promote the right to health of the people, instill health consciousness, and safeguard consumers from health risks associated with poor nutrition. To this end, the State shall ensure that consumers have access to accurate, transparent, and visible nutritional information when purchasing food prepared by food service establishments.

SEC. 3. Definition of Terms. — For purposes of this Act, the following terms shall mean:

1. Covered Food Establishment — Any retail establishment, restaurant, fast-food chain, bakery, cafeteria, or drive-thru facility operating under a common name or business model with five (5) or more branches or locations nationwide that sells food prepared for immediate consumption.
2. Standard Menu Item — Any food or beverage item offered for sale that appears on a menu, menu board, or electronic display for more than sixty (60) days in a calendar year.
3. Nutritional Information — Data specifying the caloric value and nutrient content of a standard menu item, including total calories, saturated fat, sodium, total carbohydrates, and total sugars per standard serving size.
4. Menu or Menu Board — Any written, printed, or electronic display used by a food establishment to list food and beverage items available for purchase by consumers, including drive-thru displays, online ordering platforms, and mobile applications.

SEC. 4. Mandatory Display of Nutritional Information. —

1. All covered food establishments shall display adjacent to the name or price of every standard menu item on all menus and menu boards:

- The total number of calories per standard serving size; and
 - A clear reference statement indicating the recommended daily caloric intake for an average adult (e.g., "*A 2,000 calorie daily intake is used for general nutrition advice, but calorie needs vary*").
2. Covered food establishments shall maintain written nutritional documentation containing a complete breakdown of total calories, saturated fat, sodium, total carbohydrates, and total sugars for all standard menu items. This information shall be made immediately available to customers upon request.

SEC. 5. *Exemptions.* — The following items shall be exempt from the requirements of this Act:

1. Temporary or daily specials offered for fewer than sixty (60) consecutive days per calendar year;
2. Custom or special orders made to individual consumer specifications;
3. Condiments and self-serve items placed on tables or counters for general use; and
4. Test market items offered for less than ninety (90) days.

SEC. 6. *Implementation and Regulatory Authority.* — The Department of Health (DOH), in coordination with the Department of Trade and Industry (DTI) and the Food and Drug Administration (FDA), shall serve as the primary implementing agency. The DOH shall:

1. Prescribe the standard size, font, and visibility guidelines for displaying calorie and nutritional information;
2. Issue guidelines for acceptable methods of nutritional analysis, including laboratory testing or calculation using standardized nutrient databases; and
3. Conduct periodic compliance checks and inspections.

SEC. 7. *Penalties.* — Any covered food establishment found violating any provision of this Act or its Implementing Rules and Regulations shall be subject to the following penalties:

1. First Offense: A administrative fine of Fifty Thousand Pesos (₱50,000.00) and a written warning.
2. Second Offense: An administrative fine of One Hundred Thousand Pesos (₱100,000.00) and suspension of the establishment's health clearance for a period not exceeding thirty (30) days.
3. Third and Subsequent Offenses: An administrative fine of Two Hundred Fifty Thousand Pesos (₱250,000.00) and revocation of the business permit of the offending branch or location.

SEC. 8. *Implementing Rules and Regulations (IRR).* — Within ninety (90) days from the effectivity of this Act, the DOH, in consultation with the DTI, FDA, National Nutrition Council (NNC), and industry stakeholders, shall promulgate the rules and regulations necessary for the effective implementation of this Act.

SEC. 9. *Grace Period.* — All covered food establishments shall be given a transition period of one (1) year from the publication of the Implementing Rules and Regulations to fully comply with the provisions of this Act.

SEC. 10. *Separability Clause.* — If any provision or part of this Act is declared unconstitutional or invalid, the remaining parts or provisions not affected thereby shall remain in full force and effect.

SEC. 11. *Repealing Clause.* — All laws, executive orders, rules, and regulations inconsistent with or contrary to the provisions of this Act are hereby repealed, amended, or modified accordingly.

SEC. 12. *Effectivity.* — This Act shall take effect fifteen (15) days after its publication in the *Official Gazette* or in two (2) newspapers of general circulation.

Approved,