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ASN COMMENDS VOLUNTARY LISTING OF CALORIES ON MENU BOARDS

October 1, 2008— The American Society for Nutrition (ASN) commends Yum! Brands, Inc. on their announcement to voluntarily place product calorie information on their respective menu boards in company-owned restaurants nationwide. “ASN is supportive of such actions that help consumers make informed decisions regarding their dietary choices, and we applaud all restaurants that have taken this step and other similar actions voluntarily,” said ASN President James O. Hill, PhD.

Complementing the decision to provide calorie information are Yum’s pledges to curtail advertising to children under age 12, reformulate products to be healthier, and use online programs to encourage better fitness. ASN has praised such efforts by Yum and other companies as steps that can play an important role in improving the health of Americans and address some of the factors that have contributed to excessive energy intake, declining rates of physical activity and increasing disease burden in the population.

ASN believes that to be useful, all information provided to consumers should be science-based and accurate. “We encourage further research to determine the best way to convey nutrition information to consumers and what exactly should be presented,” said Hill. “Moreover, an educational component is essential to help consumers understand and contextualize the information as part of an overall healthy diet plan.”

*The American Society for Nutrition is the preeminent professional organization for nutrition research scientists and clinicians around the world. ASN is dedicated to bringing together the top nutrition researchers, medical practitioners, policy makers and industry leaders to advance our knowledge and application of nutrition. Founded in 1928, ASN publishes *The American Journal of Clinical Nutrition (AJCN)* and *The Journal of Nutrition (JN)*. Visit ASN online at www.nutrition.org.*

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