

Calorie Posting in Chain Restaurants

Bryan Bollinger
Phillip Leslie
Alan Sorensen

New York City 2008

- ◉ Chains with 15 or more units nationwide
- ◉ Post calories as prominently as price
- ◉ Patient Protection and Affordable Care Act – March 2010

COFFEE & ESPRESSO

HOT OR ICED

	TALL 12 FL OZ	GRANDE 16 FL OZ	VENTI 20 FL OZ HOT / 24 FL OZ ICED
PIKE PLACE ROAST™	1.55 5 cal	1.75 5 cal	1.85 5 cal
TODAY'S MORNING PICK	1.55 5 cal	1.75 5 cal	1.85 5 cal
ICED BREWED COFFEE	1.90 60 cal	2.20 90 cal	2.55 130 cal
CAFFÈ LATTE	2.65 150 cal	3.20 190 cal	3.50 240 cal
CAFFÈ AMERICANO	1.85 10 cal	2.15 15 cal	2.50 25 cal
CAPPUCCINO	2.65 90 cal	3.20 120 cal	3.50 150 cal
VANILLA LATTE	2.95 190 cal	3.50 250 cal	3.80 320 cal
CAFFÈ MOCHA	2.95 270 cal	3.50 330 cal	3.80 410 cal
CARAMEL MACCHIATO	3.10 180 cal	3.65 240 cal	3.95 300 cal
WHITE CHOCOLATE MOCHA	3.35 370 cal	3.85 470 cal	4.20 580 cal
SKINNY VANILLA LATTE	2.95 90 cal	3.50 130 cal	3.80 160 cal
VANILLA LATTE +PROTEIN	3.45 200 cal	4.00 280 cal	4.30 350 cal
PUMPKIN SPICE LATTE	3.35 300 cal	3.85 380 cal	4.20 470 cal
FLAVORED SYRUP Regular 20 cal per pump or Sugar-Free 0 cal (Add 30¢)	SOYMILK (Add 40¢)	EXTRA ESPRESSO SHOT 5 cal (Add 55¢)	ADD NOURISHMENT +PROTEIN 30 cal (Add 50¢) +ENERGY 5 cal (Add 50¢)

Caffè Latte

Rich, full-bodied Starbucks® espresso in steamed milk lightly topped with foam.



may we suggest?

Try something new

[Cappuccino](#)

nutrition facts table

	Serving Size	16 fl. oz.
	Amt Per Serving	
Calories	190	
Fat Calories	60	
Total Fat (g)	7	
Saturated Fat (g)	4.5	
Trans Fat (g)	0	
Cholesterol (mg)	30	
Sodium (mg)	150	
Total Carbohydrates (g)	18	
Fiber (g)	0	
Sugars (g)	17	
Protein (g)	12	
Vitamin A	15%	
Vitamin C	0%	
Calcium	40%	
Iron	0%	
Caffeine (mg)	150	

(customize)

Size

- Tall
- Grande
- Venti®
- Short

Milk

- Nonfat
- Whole
- 2%
- Soy (US)
- Soy (CD)

recalculate

Pasta Dishes Made to Order

Calories

- | | |
|---|---------------------------|
| 1) Penne w/ Olives, Capers & Plum Tomato Sauce | '8.50/1938 |
| 2) Penne w/ Eggplant, Basil & Mozzarella | '9.50/2735 |
| 3) Penne w/ Shrimp & Broccoli | '11.95/1825 |
| 4) Penne alla Vodka w/ Bacon With Fresh Mozzarella | '8.95/2917
'9.50/2935 |
| 5) Pasta Primavera w/ Zucchini, Broccoli & Peppers | '8.95/1626 |
| 6) Fettuccine Alfredo w/ Parmigiano Cheese With Grilled Chicken | '9.95/2940
'11.95/3073 |
| 7) Penne w/ Fresh Tomato Sauce, Fresh Mozzarella & Basil | '8.95/2713 |
| 8) Penne w/ Grilled Chicken & Mushroom | '11.95/1638 |
| 9) Spaghetti & Meatballs | '8.50/680 |

From our Brick Oven

Calories

- | | |
|------------------------------------|-----------|
| Mama's Favorite Lasagna | 650/'8.95 |
| Baked Ziti w/ Mozzarella & Ricotta | 700/'7.50 |
| Chicken Cutlet Parmigiana | 520/'8.95 |

Salads

- | | |
|-------------|-----------|
| Small Salad | 147/'3.49 |
| Large Salad | 244/'4.99 |

Special

- | | |
|------------------------------|------------|
| Grilled Chicken Caesar Salad | 1415/'6.49 |
|------------------------------|------------|

Various Heros

Soup of The Day

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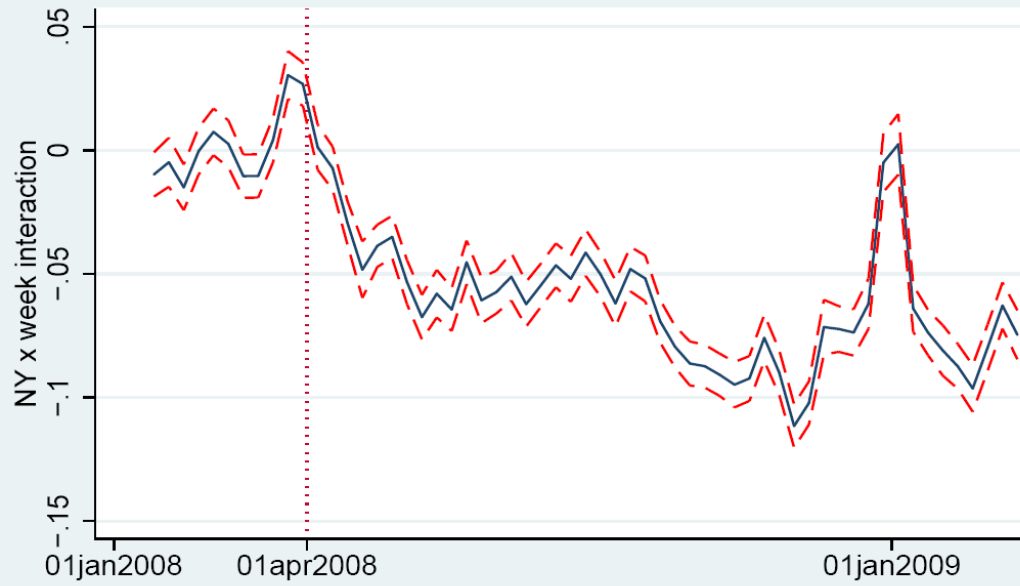
Various Heros

Soup of The Day

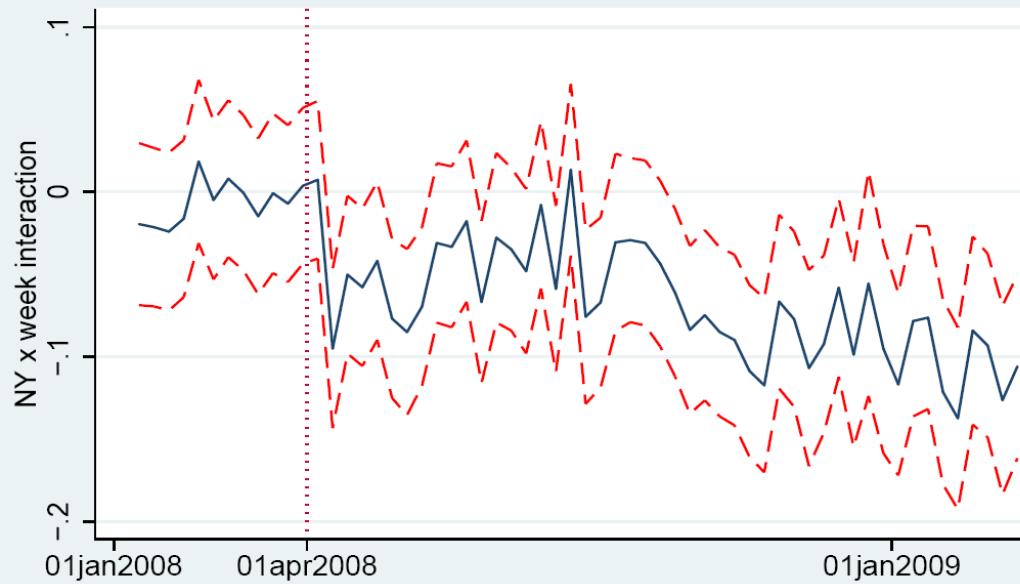
Starbucks Data

- 3 months before & 11 months after
- NYC (posting starts April 1, 2008)
- Control locations—Boston & Philadelphia
- 110 million transactions
- 11,000 cardholders

Transaction Data



Cardholder Data



Findings

- Ave. calories per transaction falls by 6%
 - > From 247 to 232 calories per transaction
- The impact is all from food choices
 - > Beverages choices unaffected
 - > Food calories fall by 14%

Findings

- Effect is greater for individuals that tend to buy lots of calories
- Effect is smaller for less educated & less wealthy

Findings

- Revenue per transaction falls slightly
- Offset by an increase in transactions
- Zero net impact on Starbucks's profit
- Revenue increases by 3% for Starbucks located within 100m of Dunkin Donuts

Conclusion

- ◉ Calorie posting is no silver bullet
- ◉ Effects may be larger at other chains
- ◉ How information is provided is key
- ◉ Good news – major companies understand the value of developing more nutritious food