

FDA Fact Sheet

Vending Machine Calorie Labeling at-a-Glance

In a nutshell

Americans eat and drink about one-third of their calories away from home. The U.S. Food and Drug Administration's final rule for vending machine calorie labeling, coupled with the requirements for menu labeling, aim to provide consumers with clear and consistent nutrition information in a direct and accessible manner for the foods they eat and buy for their families. Even though some foods sold from vending machines already bear calorie information, this labeling is not always visible before purchase. Calorie labeling of foods sold in vending machines will help make calorie information available to consumers in a direct, accessible, and consistent manner to enable them to make informed and healthful dietary choices.

The FDA is allowing two years from the date of publication of the vending machine labeling final rule for covered vending machine operators to comply with the requirements.

The FDA received approximately 250 comments on the vending machine labeling proposed rule issued on April 6, 2011. The FDA reviewed and considered each comment carefully before issuing the final rule.

What's required?

- Disclosing calorie information of foods sold in vending machines operated by a person owning or operating 20 or more machines, subject to certain exceptions.
- Calorie information may be placed on a sign (e.g., small placard, sticker, poster) near the article of food or selection button. Electronic or digital displays may also be used.
- Posting of calorie information for foods sold from bulk vending machines (e.g., gumball machines, mixed nut machines).
- Disclosing contact information of covered operators on the machines or otherwise with the required calorie declarations to enable the FDA to contact operators for enforcement purposes.