

Board Passes Ordinance Prohibiting Incentive Items Sold with Unhealthy Restaurant Foods and Beverages

May 18, 2010

In a previous post we discussed the “preliminary vote” by the Santa Clara County, California, Board of Supervisors to institute a new ordinance which prohibits restaurants from "providing" toys, coupons, or other "incentive items linked to the purchase" of any product containing “excessive” calorie, fat, saturated fat, sodium, added sugars, or prohibited levels of trans fat, non-nutritive sweeteners, or caffeine.

On May 11, 2010, the Board passed the [new ordinance](#). Click here to read more about the criteria for prohibited single food items, meals, and beverages in the [Kelley Drye client advisory](#).