FOR IMMEDIATE RELEASE
December 15, 2021

CONTACT:
Mayor's Press Office
312.744.3334
press@cityofchicago.org

ONLY HEALTHY BEVERAGES CAN BE MARKETED WITH KIDS' MEALS AT RESTAURANTS UNDER NEW ORDINANCE
The ordinance would make the default drink served to kids at restaurants the healthy choice.

CHICAGO – Mayor Lori E. Lightfoot and the Chicago Department of Public Health (CDPH) introduced an ordinance today to require that only healthy, non-sugary beverages be marketed as part of kids' meals at restaurants, making the healthy choice the default choice. Parents will be able to ask for sugary drinks if they wish, preserving consumer choice.

The ordinance will enable local implementation of the Serve Kids Better Act, a new state law that sets such requirements.

"Children don't need marketing that encourages unhealthy behavior—and parents don't need extra pressure to serve their kids unhealthy food," said Mayor Lightfoot. "By banning such marketing while protecting parental choice, this ordinance will help empower parents to make the right choice for their families."

Many children consume between two and three times the daily recommended amount of sugar, due in significant part to sugary drinks. This extra sugar intake, especially prevalent among Black and Latino children, often results in tooth decay and excess weight gain. The result over time can be increased chronic disease, the biggest cause of the nine-year life expectancy gap between Black and White Chicagoans.

"Forming healthy habits early is so important for lifelong health," said CDPH Commissioner Allison Arwady, M.D. "This ordinance will help ensure healthy options are the default for kids."

Under the ordinance, the beverage standards allow for unsweetened still or sparkling water, 100% fruit or vegetable juice, or dairy and non-dairy milks that

meet certain calorie requirements in kids' meals. Parents may ask proactively for a substitution.

###