

March 28, 2008

The Honorable Mervyn M. Dymally
Chairman, Assembly Health Committee
State Capitol, Room 6005
Sacramento, California 95814

Dear Chairman Dymally:

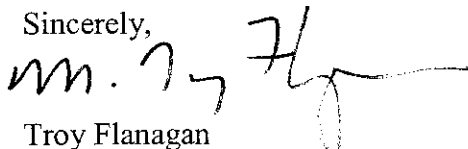
On behalf of the International Franchise Association, I am writing you to support AB 2572 by Assemblywoman Nicole Parra. This legislation will allow consumers to receive meaningful nutritional information regarding menu items in a manner that does not unnecessarily burden restaurants.

By way of background, IFA is the largest and oldest franchising trade group, representing more than 85 industries, including more than 10,000 franchisees, 1,200 franchisors and 470 supplier members nationwide. According to a 2008 PricewaterhouseCoopers study, California has more than 97,000 franchise establishments, employing 1.1 million workers and generating an economic output of \$105 billion.

Other menu labeling proposals currently under debate make the false assumption that small business owners will not be impacted by broad-based, inflexible mandates on restaurants. The fact is restaurant franchisees are independent business owners that conduct business under the franchisor's trademark or trade name. Franchisees are solely responsible for the costs of updating their menus and menu-boards, just as they have the sole responsibility over their business finances and labor relations. AB 2572 gives these businesses the flexibility to ensure customers get the information they desire without causing undue financial harm on their small business.

IFA supports this reasonable nutritional disclosure system which takes into account the realities and impracticability of a one-size-fits-all menu labeling mandate. Please support AB 2572 when it comes before you.

Sincerely,



Troy Flanagan
Director, Government Relations

cc: Assembly Health Committee