

National Salt Reduction Initiative Restaurant Categories and Proposed Targets

Main Restaurant Food Category	Restaurant Key Food Category	Restaurant Key Food Category Description	Market Share Weighted Mean Sodium mg sodium per 100g	Proposed 2012 Target mg sodium per 100g	Proposed 2014 Target mg sodium per 100g
				Proposed targets apply to the mean sodium of a restaurant's items in a food category.	
Hamburgers	Hamburgers	Plain ground beef burgers and beef burgers with toppings other than cheese. Excludes turkey burgers, veggie burgers, and any ground beef burger with cheese.	403 mg/100g	380 mg/100g	330 mg/100g
	Cheeseburgers	Ground beef cheeseburgers and ground beef cheeseburgers with toppings. Excludes turkey burgers, veggie burgers, and any ground beef burger without cheese.	539 mg/100g	460 mg/100g	410 mg/100g
Chicken	Boneless breaded chicken	Boneless breaded chicken pieces and boneless buffalo wings. Excludes chicken sandwiches.	738 mg/100g	670 mg/100g	590 mg/100g
	Bone-in breaded chicken	Bone-in breaded chicken pieces and bone-in buffalo wings.	688 mg/100g	620 mg/100g	550 mg/100g
	Bone-in chicken without breading	Bone-in chicken pieces without breading. Excludes breaded bone-in chicken, boneless chicken pieces.	518 mg/100g	440 mg/100g	390 mg/100g
Seafood	Breaded seafood	All breaded seafood not served on a sandwich.	751 mg/100g	680 mg/100g	560 mg/100g
Sandwiches	Chicken and fish sandwiches	All chicken and fish sandwiches except those containing ham or cured meat, chicken or seafood salad or sliced luncheon meat chicken.	572 mg/100g	520 mg/100g	460 mg/100g
	Sandwiches with ham and cured meat	All sandwiches that contain ham or cured meat. Excludes hot dogs.	628 mg/100g	590 mg/100g	500 mg/100g
	Sandwiches with luncheon meat (that do not contain ham or cured meat)	Sandwiches made with luncheon meat that do not contain ham or cured meats.	503 mg/100g	500 mg/100g	430 mg/100g
	Other sandwiches	All sandwiches not in Chicken, Fish, Ham and Cured Meat or Luncheon Meat Sandwich categories (e.g. grilled cheese sandwich, Philly cheesesteak, eggplant parmesian sandwich, tuna fish sandwich). Excludes veggie burgers.	415 mg/100g	450 mg/100g	370 mg/100g
Breakfast Sandwiches	Breakfast sandwiches on a biscuit	All breakfast-style sandwiches that are served on a biscuit.	836 mg/100g	770 mg/100g	630 mg/100g
	Breakfast sandwiches not on a biscuit	All breakfast-style sandwiches that are not served on a biscuit.	657 mg/100g	560 mg/100g	520 mg/100g
Pizza	Cheese pizza and cheese pizza base	Plain cheese pizza (and cheese pizza base used for pizzas with toppings). Excludes vegetarian, meat or extra cheese toppings, calzones and stromboli.	530 mg/100g	460 mg/100g	390 mg/100g
Mexican	Burritos	All burritos wrapped in corn or flour tortilla. Excludes breakfast burritos.	601 mg/100g	510 mg/100g	450 mg/100g
	Tacos	All hard or soft shell tacos, with a corn or flour tortilla. Excludes breakfast tacos.	464 mg/100g	410 mg/100g	350 mg/100g
Potatoes	French fries	French fries with or without seasoning. Excludes French fries with toppings.	347 mg/100g	340 mg/100g	260 mg/100g
	Fried potatoes & onion rings	All other fried potato products (without toppings) and onion rings. Excludes French fries, potato chips, and fried potatoes with toppings.	518 mg/100g	460 mg/100g	380 mg/100g
Soup	Soups	All soups, stews and chili.	395 mg/100g	340 mg/100g	280 mg/100g

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				Proposed targets apply to the mean sodium of a restaurant's items in a food category.	
Bakery Products	Savory yeast breads without salty additions	Savory yeast-leavened breads that do not have salty toppings and that are sold as unique items (e.g. bagels, english muffins, bread, rolls, croissants). Excludes bakery products served only as part of sandwiches.	457 mg/100g	410 mg/100g	360 mg/100g
	Savory yeast breads with salty additions	Savory yeast-leavened breads with salty additions (e.g. cheese meat, salt, olives, sun dried tomatoes). Excludes bakery products served only as part of sandwiches.	543 mg/100g	470 mg/100g	410 mg/100g
	Sweet yeast breads	Sweet yeast-leavened breads and pastries (e.g. danishes, yeast-leavened doughnuts, cinnamon rolls).	290 mg/100g	300 mg/100g	250 mg/100g
	Sweet quick breads	Chemically-leavened breads with or without icing (e.g. coffee cakes, muffins, scones, tea breads, cake doughnuts), cakes, cupcakes, and brownies.	288 mg/100g	280 mg/100g	250 mg/100g
	Pies and turnovers	Whole and sliced pies, turnovers and cobblers.	231 mg/100g	230 mg/100g	200 mg/100g
	Biscuits	Biscuits, with or without additions. Excludes biscuits served only as part of sandwiches.	932 mg/100g	800 mg/100g	700 mg/100g
	Cookies	Filled and unfilled cookies.	354 mg/100g	310 mg/100g	260 mg/100g

Maximum	Maximum Description	Proposed 2012 Max mg sodium per serving	Proposed 2014 Max mg sodium per serving
Item Maximum	Maximum sodium per serving for items sold and priced individually. Servings are based on restaurants' publicly available nutrition information.	1,500 mg/serving	1,200 mg/serving

Target Development: The National Salt Reduction Initiative Restaurant Food Database includes nutrition and market share information for the top 50 quick service restaurants in the US, based on QSR magazine's ranking by 2008 total sales volume*. The database contains publicly-available 2009 nutrition data and 2008 restaurant market share data, based on NPD Crest market research. Taking market share into account, mean sodium content in milligrams (mg) per 100g was calculated for each key food category. Proposed targets are percent reductions from the current market share-weighted mean sodium level and incorporate feedback from the restaurant industry.

* The QSR 50 by 2009 QSR 50 Rank. *QSR Magazine*. 2009. <http://www.qsrmagazine.com/reports/qs50/2009/charts/09rank.phtml>