

## **New York City Council**

### **Memorandum in Support of Legislation**

*This memorandum is authored by the sponsor and explains the need for the legislation referenced below, in accordance with Rule 6.00(d) of the Rules of the Council.*

#### **Introduction Number:**

Int. No.

#### **Prime Sponsors:**

Council Member Schulman, Abreu, Cabán, Stevens

#### **Bill Title:**

This bill would require the New York City Department of Health and Mental Hygiene to change the design of the required high-sugar warning symbol to be a red triangular symbol with the words HIGH SUGAR in capital letters, bold type, and red color, displayed next to or below the triangle. The bill would also require DOHMH to increase the civil penalty for violating the law from \$200 to \$1,000.

#### **Submitted by:**

Council Member Feliz

#### **Justification:**

The current sugar warning label policy requires that a visual icon be placed next to food items that have 50 grams (g) or more of added sugars. However, the current required icon is black and white and does not contain any wording that conveys a sense of caution to the consumer. This bill will require high sugar warning labels to be presented conspicuously and with wording and coloring that conveys awareness to the consumer.