

SAVE THE DATE

This is your food labels go-to guide, so that you know when to eat your food by to save it from the bin!



Sell by? Still good to buy!

Sell by is the date that the shops need to sell food by, not when you need to throw it out by!



Best before? Few days more!

Best before is the date you should eat the food by, but it does not mean the food will go off by this date!



Use by date? Bit too late!

Use by is the date that the food will expire by, which means the food is unsafe to eat after this date.



Storing food to last!

To help food items last until their **best before** or **use by** dates, products have labels with instructions for how to store them. Example: "This yoghurt should be kept refrigerated," tells you that the product needs to be stored in the fridge to keep it safe to eat until the use by date.

Store fresh produce in the fridge crisper drawers or sealed containers to keep them fresher for longer. For food items that don't belong in the fridge, store them in a cool, dry place on your counter or pantry.

