

KNOW YOUR DATES!

WHAT IS THE DIFFERENCE BETWEEN BEST BEFORE AND USE BY DATES?

The Best Before is about the **quality** of the food, while the Use-By date is about **safety**.



USE BY

- The 'use by' date tells you when the food will become unsafe to eat. You should not eat the food after this date has passed.
- The 'use by' date is used for foods that are highly perishable (likely to spoil and pose a risk to make people sick quickly). This includes foods such as fresh meat, fish, poultry, dairy products such as milk, cream, and other refrigerated ready-to-eat foods.
- Follow the storage instructions on the label such as 'Keep refrigerated' and eat the food within the time frame once opened, and always by the 'use by' date on the label.



BEST BEFORE

- The 'best before' date is about quality and tells us when the quality of the food will begin to deteriorate.
- After the 'best before' date the food might begin to lose its flavour and texture after that date, but it would still be safe to eat.
- Follow the storage instructions on the label and after opening such as 'Store in a cool dry place' or 'Keep refrigerated once opened'.
- Best before dates include products such as pasta, rice, tinned foods, chocolate and many more.

Remember! Treat Best Before as a guideline and Use By as a deadline



Food Safety &
Quality Team

Safe, Quality Food. Every Time