

Expiration Dates



Best Before/Use By Date:

- The best before date is the recommended date for best flavor.
 - The use by date is the last date recommended for the use of the product while at peak quality. Both are not safety dates except for when used on infant formula.
 - TIP: Crackers may be soft instead of crispy after best before/use by date but are still safe to eat.
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Sell By Date:

- Date that tells the store how long to display the product for sale for inventory management. It is not a safety date except for fresh meat, poultry and fish.
 - TIP: Milk can last 5-7 days past its sell-by date.
 - TIP: Eggs can last 3-5 weeks after purchasing them.
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Freeze By Date:

- Date that indicates when a product should be frozen to maintain peak quality. It is not a purchase or safety date.
 - TIP: Bread will last 2-3 months in the freezer.
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Expiration Date:

- Let's consumers know not to use the product beyond this date.
- TIP: Always purchase meat/poultry/fish before the expiration date on the package as they are highly perishable items.