



Common terms

- **Best by (or best before):** Manufacturer's recommended date for best flavor.
- **Use by:** Last date recommended for the use of the product while at peak quality.
- **Best by** and **use by** are NOT food safety dates.
- **Tip:** Crackers may be soft instead of crispy after best before/use by date but are still safe to eat.

- **Sell by:** 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, which must be FROZEN at or before the Sell By Date.

- **Freeze by:** Date that indicates when a product should be frozen to maintain peak quality. It is **NOT** a sell by or safety date.

- **Expiration date:** Do not use the product beyond this date.
- **Tip:** Always ensure meat, poultry and fish are frozen in a freezer on or before the date printed on package.



6/20/2024 11:54:46 AM