



TERM	MEANING	PRODUCT TYPE	EXPLANATION	REGULATIONS RELATING TO LABELLING AND ADVERTISING OF FOODSTUFFS (R.146/2010)
<b>'Best Before'</b>	Product will be at its best quality and taste	Shelf-stable foods like canned foods, flour, rice, pasta, cereal, coffee and biscuits	<p>Tells you how long a food product will keep its best quality, i.e. taste, texture, colour, nutritional value.</p> <p>'Best Before' is more flexible and advises on food quality as recommended by the manufacturer.</p> <p>Food will be safe to eat after this date, but may not be at its best.</p>	Means the date, which signifies the end of the period under any stated storage conditions during which the product will remain fully marketable and will retain any specific qualities for which tacit or express claims have been made. However, beyond the date the food may still be perfectly satisfactory.
<b>'Sell By'</b>	Is a store guideline to ensure that food still has a reasonable shelf life after sale.	A product's shelf life in-store	This is not a safety date, but gives the consumer time to use the product after it has been bought. It tells us how long the food product can be stored.	Means the last date of offer for sale to the consumer, after which there remains a reasonable storage period at home.
<b>'Use By'</b>	Last date recommended for consumption when food is safe and at its peak quality	Fresh dairy products, meat, fish, ready-to-eat meals, and other perishable items, usually kept chilled.	<p>Safety - note the date!</p> <p>Tells you until when a food product can be eaten without any risk to your health. Risk of spoilage past this date.</p> <p>'Use by', is more strict and advises on food safety. Eat or freeze product by this date.</p> <p>Foods can be eaten until this date, but not after. Products that are past their use-by date do not have their safety guaranteed and it is not advisable to eat them.</p>	Means the date which signifies the end of the estimated period under the stated storage conditions, after which the product probably will not have the quality attributes normally expected by the consumers and after which date the food should not be regarded as marketable.