

# Food labelling - best practice guidance

New business guidance jointly put together by the FSA, DEFRA and WRAP aims to avoid consumer confusion and reduce food waste.

## 4 key labelling tips

### 1 Date labels

- apply a clear and prominent **date label**
- only apply use by or **best before dates**
- use codes instead of dates for **stock control**

### 2 Product life

- no **open life** where possible
- where open life is for **food safety reasons** – state 'use within' on front of pack
- where open life is important for **food quality** – state 'best within' on the back of the pack



### 3 Storage advice

- for products that will keep  **fresher for longer in the fridge**, ensure this is detailed on the front and back of the pack, including storage advice
- make sure you indicate products that are **not suitable for the fridge** with alternative storage instructions

### 4 Freezing advice

- include the **snowflake icon** and wording on front and back of the pack, with freezer storage and use details
- detail **defrosting instructions** where required
- include **cooking from frozen** instructions where this is possible

Label to ensure  
**Safety & Quality**

**UK food waste**  
  
**4.5m tonnes = £1 billion of yearly waste**

If you are a business looking for advice on labelling, please visit the [Business Companion website](#).

Further guidance may also be found on the [Food Standards Agency](#), [Department for Environment, Food and Rural Affairs](#) or the [Waste and Resources Action Plan](#) websites