# New EasyShop Supermarket Initiative Removes ‘Best Before’ Dates On Food Products

The popular supermarket chain EasyShop will stop putting a ‘Best before’ label on food products starting January 1st, 2023. All 150 EasyShop location in England and Wales will see this change. Only a ‘Use by’ label will remain on foods that become unsafe to eat after a certain date. This is continuing EasyShops efforts to reduce food waste alongside their earlier initiatives, ‘Ugly But Nice’ and ‘Waste Not Want Not’.

According to research done by EasyShop, most of their customers don’t understand the difference between a ‘Use by’ and ‘Best before’ label and usually throw out completely edible food after the ‘Best before’ date.

“Some of our customers don’t know that ‘Best before …’ isn’t the same as ‘Use by …’. They think that the food isn’t safe after the ‘Best before …’ date. This leads to edible produce being thrown away. We have made this change to all our fresh vegetables, fruit and dairy products as these are the most wasted foods.” – Alice Smythe, EasyShop Food Waste Manager

These changes have been met with a lot of positivity by the public. We have asked a few EasyShop customers about their reaction to this change.

“I already knew about the difference, but I’m glad that EasyShop introduced this. I hope other supermarket chains will get inspired by this.” – Greggory Lee

“This was a revelation for me. I’m upset that this difference isn’t clearer. EasyShop is going in the right direction with its initiatives.” – Angus Delaney

EasyShops changes will certainly help with food waste. Customers won’t throw out completely edible food just because of a label. Other supermarket chains should take notes and implement similar strategies to increase thoughtful food usage across the board.