



Press release
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Tackling food waste: Carrefour joins forces with Too Good to Go and campaigns to have the wording "A consommer de préférence avant le" changed on its Carrefour products

To mark World Food Day on 16 October, Carrefour is joining forces with start-up Too Good to Go in a bid to reduce food wastage and support the #Changetadate petition. Carrefour is also going to be testing new wordings to do with minimum durability dates on its products. Indeed, these dates are often misunderstood and are responsible for 20% of households' food wastage.

Tackling food wastage is in line with the Act for Food programme and Carrefour's commitment to bringing about the food transition.

Back in 2014, Carrefour was the first retailer to alter or scrap the best before dates on more than **500 of its own-brand products**:

- 100 Carrefour products, such as sugar, salt and vinegar all had their minimum durability dates removed.
- 400 fresh or grocery products had their minimum durability dates or use-by dates extended. For example, the use-by dates of Carrefour's natural yoghurts were extended from 7 to 10 days, without any changes being made to the recipe or to the quality.

#ChangeTaDate petition: Carrefour joins forces with Too Good To Go

Within the framework of its policy of tackling food wastage, Carrefour now wants to go one step further and is taking a stand alongside Too Good to Go, which encourages brands and retailers to revise the semantics used for minimum durability dates ("*à consommer de préférence avant...*") on product packaging. The retailer is appealing to consumers to sign and share the [#ChangeTaDate](#) petition hosted on the Change.org website.

Carrefour is consulting consumers on the social networks

To clarify the way in which minimum durability dates are expressed, Carrefour is asking consumers on the social networks to help it choose a new wording to replace the traditional "*A consommer de préférence avant...*". These expiry dates are poorly understood and are responsible for 20% of food wastage.

Consumers will therefore get to play a role and will be able to choose the future wording that will be tested on Carrefour product packaging from several proposals:

- *A consommer de préférence avant le mm/aa, mais pas impérativement!* ("To be eaten before the mm/yy, but not imperatively!")
- *A consommer de préférence avant le mm/aa, parce que c'est meilleur avant!* ("To be eaten before the mm/yy, because it's better before!")
- *A consommer de préférence avant le mm/aa pour une dégustation optimale* ("To be eaten before the mm/yy for optimum enjoyment")

Finally, Carrefour wants to campaign to have European legislation revised and to have the "*A consommer de préférence avant...*" wording replaced by something simpler, along the lines of "Best before..."



About Carrefour France

Carrefour is France's leading food retailer and employs nearly 115,000 people. These people are actively engaged in helping to make Carrefour the leader in the food transition for everyone, working every day to ensure that everyone has access to high-quality, affordable food, wherever they are. In addition to a multi-format network of more than 5600 stores across the country, Carrefour France provides its customers with an omnichannel experience to meet their needs.

For further information, visit: www.carrefour.com (press department), www.carrefour.fr, Twitter @CarrefourFrance, @GroupeCarrefour

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