

Manufacturing Date

- 1) **What is a manufacturing date?** – The date stamped on the front of your cookie cases and bottom of your cookie boxes. It looks like this: (28 Au 2019 B).
 - a. The date represents the date cookies were produced
 - b. A, B or C confirms the shift the cookies were produced

- 2) **Where can I find it?**
 - a. The manufacturing date is located above the text on the side of the cookie carrying case

- 3) **What is it used for?**
 - a. To determine your freshness guarantee date or sell-by date
 - i. Add 10 months to your Chocolate Vanilla Sandwich cookie manufacturing date to determine your “sell-by date”
 - ii. Add 8 months to your Chocolatey Mint cookie manufacturing date to determine your “sell-by date”
 - b. Determine this date at the beginning of your campaign to plan sales accordingly
 - c. To guarantee a great customer experience, cookies should not be sold past the sell-by date