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NestlÃ© Launches On-Pack Initiative to Help New Zealanders Cut Food Waste

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The on-pack logo encourages Kiwis to check the date label before throwing food away

Nestlé is launching a new on-pack initiative in New Zealand to help address one of the most common causes of household food waste: confusion over date labels.

The Sniff, Look, Taste pilot launches nationwide, with support from Nestlé's national food rescue partner, the New Zealand Food Network (NZFN), and has been shaped by research, insights and expertise.

Food waste is a major challenge in New Zealand, with an estimated 1.2 million tonnes of food lost or wasted each year. Households account for around 366,000 tonnes of that, contributing to an estimated $3 billion in food waste nationally and costing the average household about $1,364.

The Sniff, Look, Taste pilot is now appearing on selected MAGGI 2 Minute Noodles packs nationwide, bringing a simple reminder into everyday kitchens. The on-pack logo encourages Kiwis to check the date label before throwing food away and, where a product is close to or past its Best Before date, use a quick sniff, look and taste to help decide whether it is still good to eat.

Research from Love Food Hate Waste shows that confusion over date labels remains a key contributor to household food waste, with two in five Kiwis misunderstanding them and more than one in 10 throwing out food after its Best Before date without first checking whether it is still good to eat.

Expert food and nutrition scientist Dr Emma Beckett said the Nestlé Sniff, Look, Taste pilot helps support both food safety and better everyday use of food at home.

"The simple rule is Use By is about safety, so always follow it. Best Before is about quality, so check it. That difference matters, because it can help people stay safe without throwing away food that may still be good.

"Good nutrition starts with having the knowledge and confidence to make the most of the food that we buy. That means knowing when food needs to be thrown out, and when it is worth taking a moment to check.

“For foods with a Best Before date, a quick sniff, look and taste alongside reviewing the Best Before date can help people feel more confident about using food that is still good, rather than letting uncertainty send it to the bin.”