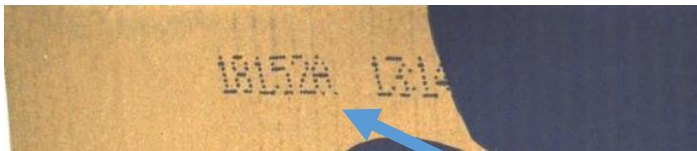


Case Codes

- 1) **What is a case code?** – A case code is a 6 digit code stamped on the front of your cookie cases. It looks like this: (18152A).
 - a. The first two digits (ex. 18) reflect the year the cookies were produced
 - b. The following three digits (ex. 065) confirm the day of the year the cookies were produced. 065 = March 5th
 - c. A, B or C confirms the shift the cookies were produced

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



- 3) **What is it used for?**
 - a. To determine your freshness guarantee date or sell-by date
 - i. please use our [sell-by date calculator](#) to determine your unit's 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

