Have expiry dates expired?

How to reduce waste, improve consumer satisfaction and improve the bottom line

Solveiga Pakštaitė, Founder of Mimica
@mimicalab

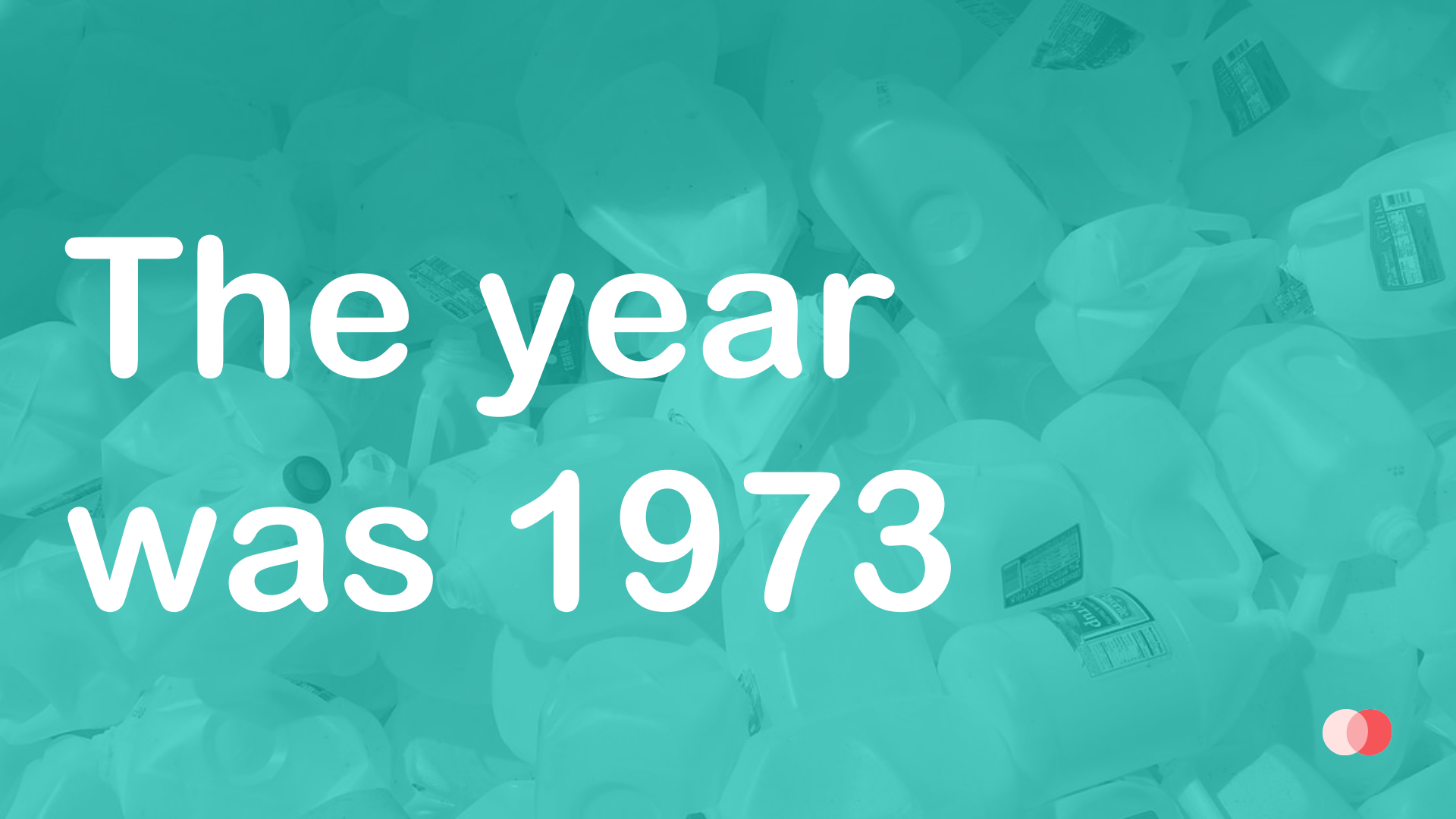
mimica

The intelligent way to know it's fresh

SELL BY OCT 14
actual expiry date
OCT 16

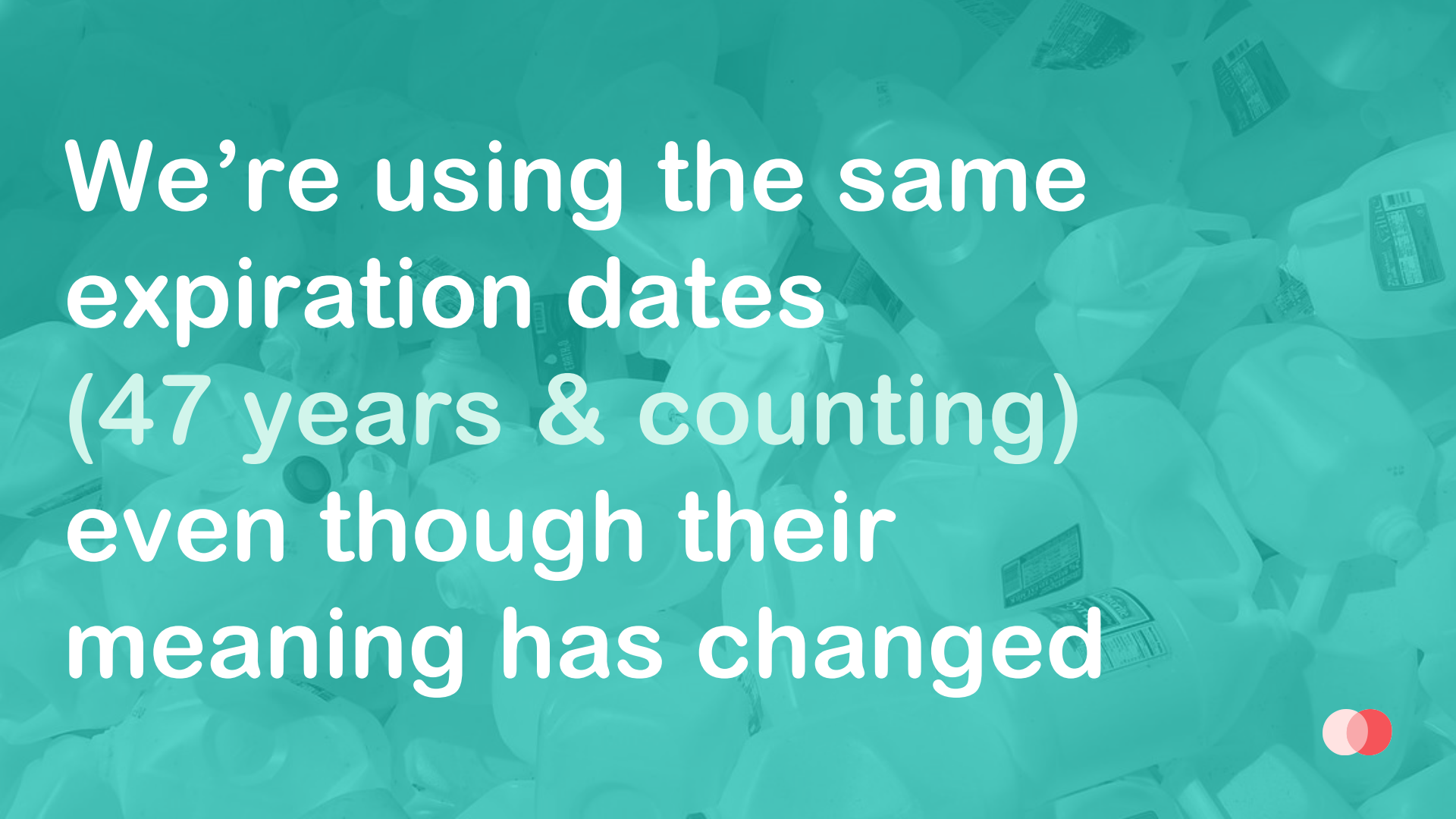
60% of food waste in the UK is still perfectly edible

Having to use cautious expiry dates to protect consumers drives tremendous waste


The year
was 1973

BOXED
CHOCOLATES
M&S

Originally an indication of quality, not safety


We’re using the same
expiration dates
(47 years & counting)
even though their
meaning has changed

“If things are short-dated, I buy less of them”

*TLF focus group research, 2018

There is an opportunity to create brand loyalty by increasing consumer confidence & helping them waste less

For perishable products, overcaution leads to expiry dates being shortened by 2 or 3 days, sometimes more.

If we could add back just 2 of these days, there could be...

Cuts in retail waste of*

50%

*As field-tested by leading global retailers on perishable products 2011/12

Cuts in home waste of*

63%

*Date-code led waste, WRAP 2013

Increases in sales of*

10%

*As field-tested by leading global retailers on perishable products 2011/12

Why does this happen?

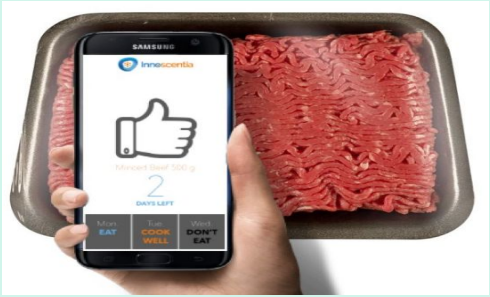
1. Longer time to sell before wasting
2. Extra days to consume makes people feel that they will waste less and encourages them buy more
3. Allows people to access better, fresh food, moving away from other categories

TP252
Food
S/N. ######
2 4
hrs
timestrip

TOPCRYO
Time Temperature Integrator
www.cryolog.com
TOPCRYO
Time Temperature Integrator
www.cryolog.com

PAST BEST
JUST OPENED
USE SOON
dry cured
British honey
roast ham
6 slices

FreshCode™ by VARCODE
01
pull to activate
000001200199
www.VARCODE.com


SAMSUNG
Innoscentia
2
DAYS LEFT
EAT
COOK WELL
DON'T EAT

keep-it.no
9 6 3 0

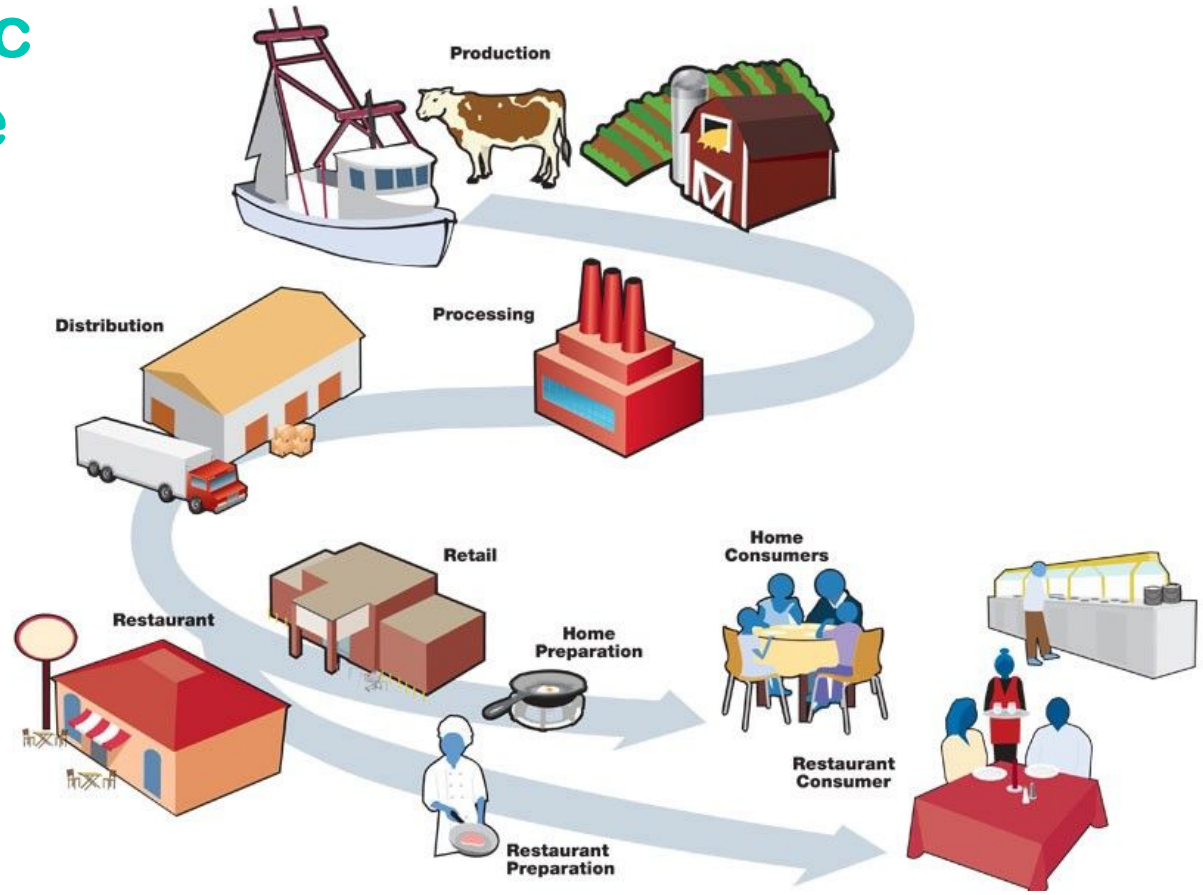
TT0029002
TempTRIP
Press & Hold
TT-UHF01
RFID Temperature Tag
Green/Solid
Red/Flashing

That’s great!
But why aren’t
we seeing more
in the market?

1

Business case

Lack of a holistic view of all of the stakeholders & alignment of the benefits



Lack of data to prove that smart labelling generates value

Forbes

The Essential Role Of Data And Analytics In Innovation And Start-Up Success

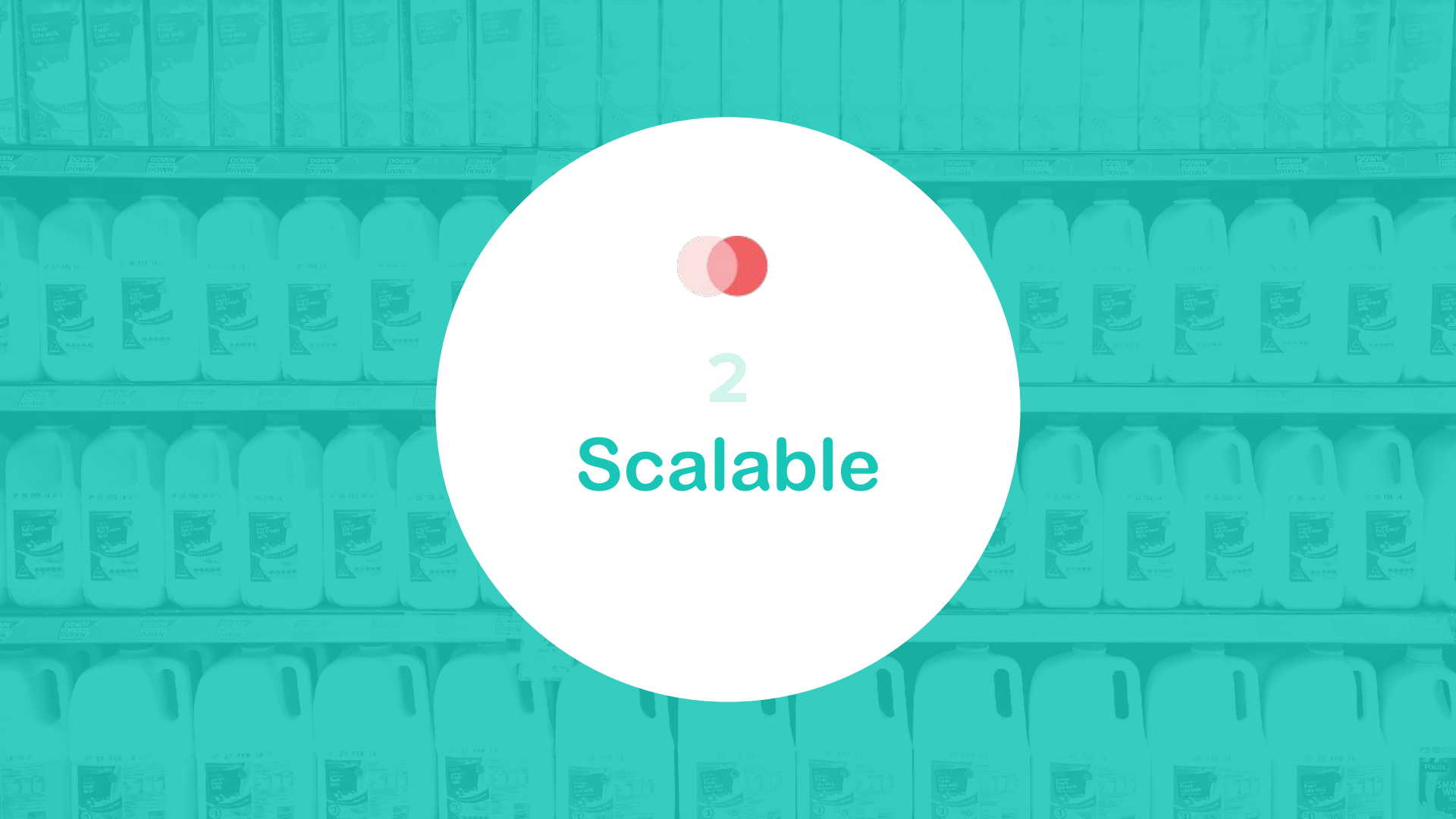
Bernard Marr, CONTRIBUTOR
FULL BIO

Opinions expressed by Forbes Contributors are their own.

It's Fresh! [+]

For innovative businesses, one of the crucial roles that data plays is proving to a sometimes sceptical audience that your product provides a new solution to a recurrent problem.

“Packaging should be cost-neutral” mentality stops us from going after profit-driving opportunities

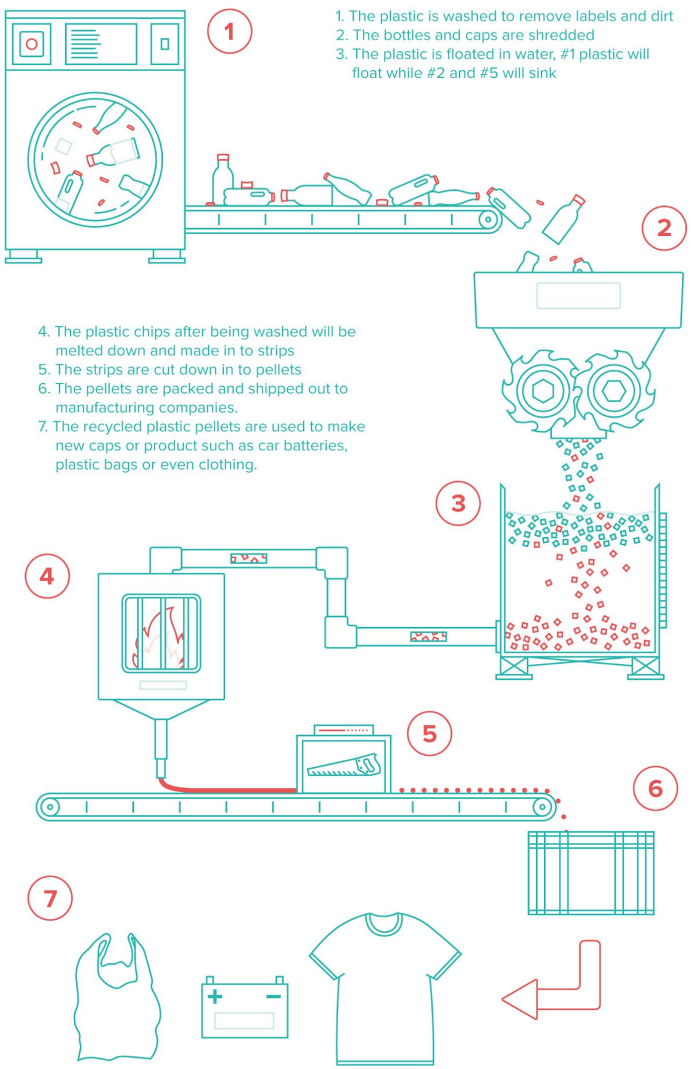


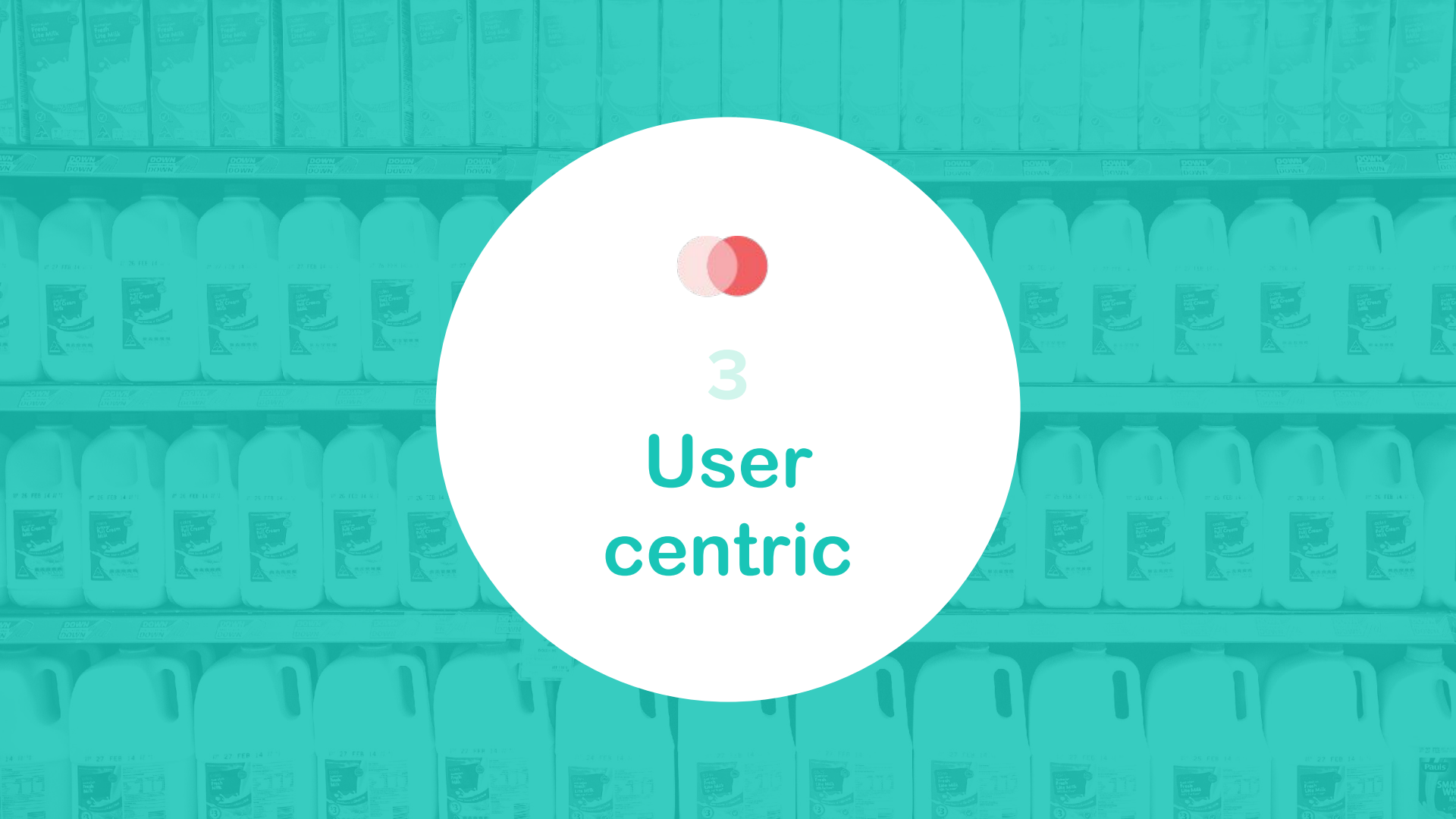
2

Scalable

Require new manufacturing line set up & tooling

Not circular economy compatible





3

User centric

Some systems can be confusing to consumers

“Frankenstein food”

It’s Fresh! collaboration with UK & US supermarkets

mimica

touch

The breakthrough is Mimica Touch, dynamic food expiry labels.

SMOOTH FOR COMPARISON

mimicalab.com

FRESH UNTIL BUMPY

Use by
30 APR

JAMES DYSON AWARD

MIT Technology Review INNOVATORS UNDER 35 EUROPE

ROYAL SOCIETY OF CHEMISTRY

FoodBytes! by

CANNES LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY

Mimica Touch caps and labels precisely indicate the freshness of foods in all temperature conditions

They are set up to be activated on pack opening or on packing lines, depending on your requirements

mimica

LABEL FEELS SMOOTH

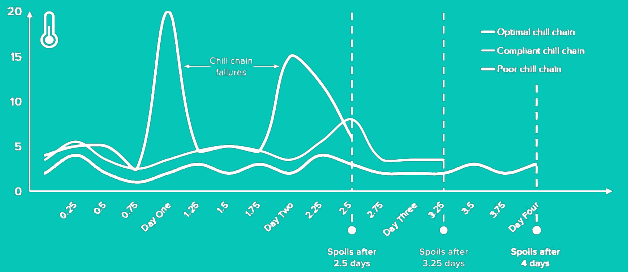
FRESH

LABEL FEELS BUMPY

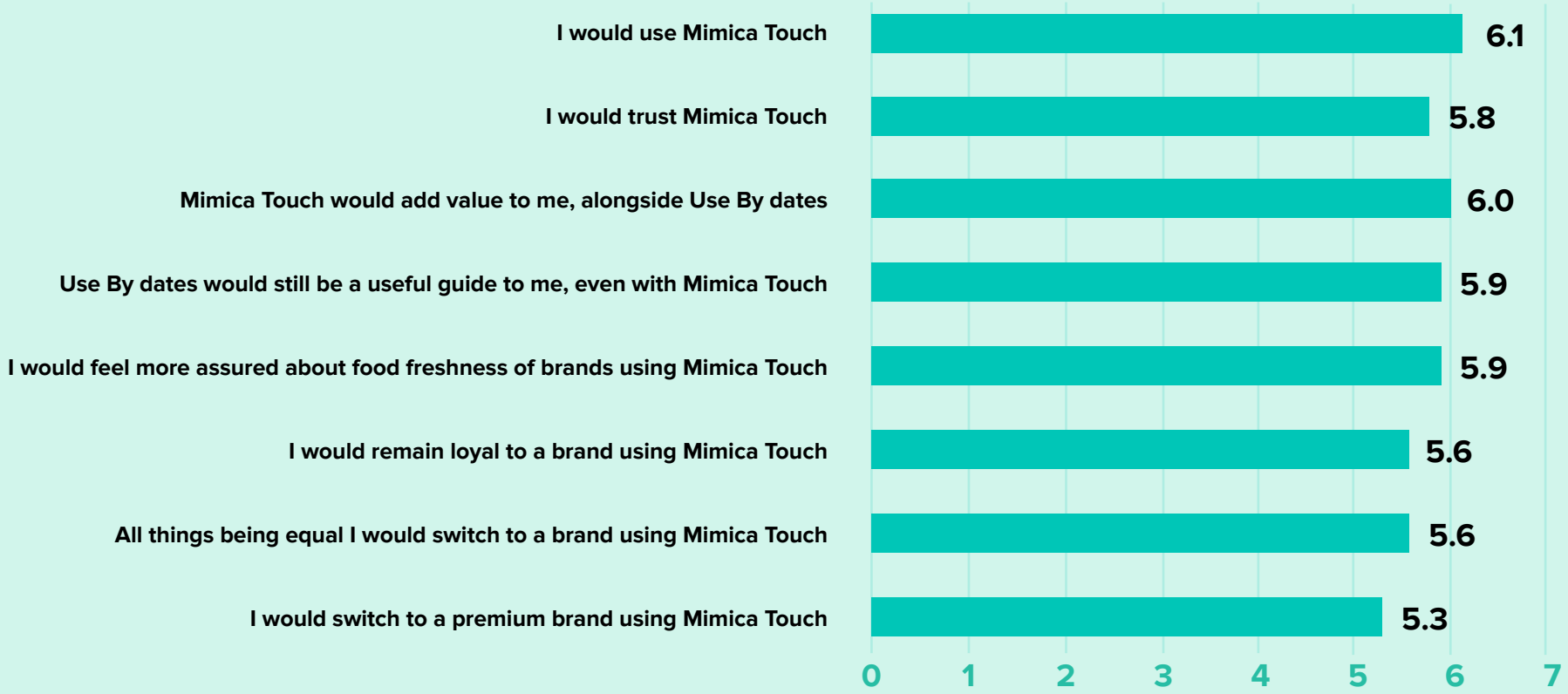
SPOILED

Mimica's gel chemistry

Spoilage rates are driven by actual temperatures - not just time elapsed



Consumers would switch to products using Mimica Touch



Mimica is now working with pioneering local & global food producers

M&S

AMC

Mimica helps:

- Reinforce sustainability and freshness messaging
- Reduce unnecessary waste
- Increase sales
- Encourage proper storage

Juices

Dairy

Red meat

Join our Mission

To radically reduce
unnecessary waste

mimica

freshness through intelligence