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21 February 2025

To Whom it May Concern,

This communication is in response to a video being circulated about “conflicting best before dates” on Lucky Star cans. The video shows 2 pieces of coding information on Lucky Star Canned Fish products.

Code 1 : On the lid of the can clearly visible to the consumer.

Please note that the Lucky Star code format on the lid (display of the production, batch and best before information) is widely used locally and internationally and is accepted by the NRCS (South African National Regulator) and in-line with the requirements of the South African National Standard for canned fish products SANS 587:2022 as well as the Labelling & Advertising Regulation – R146.

Example of coded batch information on the lid:

HST4 – 20DOF1

BB 15/04/2023

15:00

The national labelling regulations requires that the Best Before (BB) format be shown as (DD/MM/YYYY). All our can codes comply with this requirement (eg. BB 15/04/2023)

The printed code on the lid will always contain a “BB – best before date” which will be clearly visible to the consumer.

Code 2: The metal can production code printed by the manufacturer of the empty can (printed on the wall of the can – will be visible underneath the Lucky Star label)

This code is referred to as the “can-makers code” and indicates the date of production of the can by the can manufacturer. It represents the manufacturing date of the actual metal can and not the final canned fish product (this code can be distinguished from the product manufacturing information code on the lid as it does not contain “BB – best before” information).

Traceability is of paramount importance in the food industry and the coding of the metal can (by the metal can manufacturer) affords Lucky Star the ability to have full traceability in place which extends to the actual production of each batch of metal cans used to produce Lucky Star canned fish products. This format of identifying and coding of cans is approved and accepted by the NRCS (National Regulator for Compulsory Standards).

Example of “can-makers code format”



RS 06:27 CF2

20/09/24

“No Best Before code indicated”

The products depicted in the video being circulated are completely legal, legitimate and compliant with legislative requirements. Should you have any concerns or need assistance in verifying the legitimacy of any of our products, please do not hesitate to contact our Customer Care Line on 0027 860 102 500 or info@luckystar.co.za and quote the code on the can.

Thank you for your understanding and continued support.

Sincerely,

A handwritten signature in black ink, appearing to be "Donovan Brickles".

Donovan Brickles
Head: Food Safety and Quality
Lucky Star Marketing (Pty) Ltd