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Before You Shop This Christmas...

Your Campaign Digital Toolkit from #StopFoodWaste.

Hello everyone,

Christmas is a time for good food, good company, and a little indulgence, but it doesn't have to mean overflowing bins or stressful shopping trips.

With a few simple habits and a bit of planning, you can enjoy the festive season while cutting down on food waste and saving money too.

Before you hit the shops... hit the freezer first

Take a look and see what's at the back. That bag of peas? Half a loaf of bread? Something you froze in the last three months and forgot about?

Now is the perfect time to use it up and make room for Christmas food.

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Buying "just in case"?

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We've all done it. But a little planning goes a long way.

Taking time to plan your meals and calculate exactly what you need helps you:

- Buy only what you'll actually use
- Save money
- Reduce food waste (and stress!)

To make it even easier, check out this Christmas shopping calculator, prepared in conjunction with SafeFood: safefood.net/christmas/shopping

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🛡️ Survive the festive shopping battleground

Your secret weapon? **A list.**

Make it. Check it twice. Stick to it.

And unless that “special offer” is already on your list... keep walking 😊 Your future fridge and current wallet will thank you.

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🎄 Christmas Eve tip

Let everyone **serve themselves from the dishes on the table.**

Why? People take what they'll actually eat.

That means:

- Less food left on plates
- Less waste
- More delicious leftovers for Stephen's Day sandwiches 🥪

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🎉 Happy National Leftovers Day!

Yes, it's a real thing. And we're here for it.

Turkey curry. Bubble & squeak. Ham sandwiches for days.

What's your favourite way to use Christmas leftovers?

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A little planning can help you enjoy the festive season with less waste and more of what really matters.

Wishing you a very happy and peaceful Christmas from all of us!

Stop Food Waste Team

www.StopFoodWaste.ie

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