

Milk-Based Go and Grow Available Again: 2/14/11

Contact: [Karen Henry](#)

Abbott announced on February 11th, 2011 that the milk-based Go and Grow is available for retail distribution again. Therefore, when you receive a script for milk-based Go & Grow, please begin to check the participant's store ahead of time to see if it is available on the shelf yet.

Formula updates: 2/7/11

Contact: [Karen Henry](#)

Abbott has announced that the Similac Sensitive for Spit Up powder will continue to be low in stock through the month of March. Please continue to call a participant's store ahead of time when issuing Similac Sensitive for Spit Up, and issue RTF form through the month of March if at all available in the participant's area. See attached pdf announcement from Abbott for more information.

Attached: AN Update January 2011.pdf



State WIC Offices,

January 25, 2011

We continue to work diligently towards returning full powder distribution to the retail market, but are currently experiencing shortages on Similac Sensitive for Spit-Up™ powder. Please continue to issue Ready-To-Feed in the 1-QT container to your participants through the month of March and begin to issue powder vouchers in the month of April.

- Abbott will continue the temporary price reduction at retail on Similac Sensitive for Spit-Up Ready-To-Feed in 1-QT containers so that it is comparable to the per ounce price of powder formula through March.
- Abbott will also overnight Ready-To-Feed Similac Sensitive for Spit-Up™ product to your local WIC agency if a participant cannot find the product at retail in their immediate geography.

Thank you for your continued partnership. Please contact Faith Davis at (614) 624-3718 for additional information or assistance on shipping product.

Best Regards,

Kori

Kori Stenzel
Manager, WIC Contracts