

Announcement 10/6/14

Gerber Good Start Nourish – discontinued

Contact: Karen Henry

Nestle has announced, they are in the process of discontinuing the premature infant formula Good Start Nourish. The reason for the discontinuance was stated as being due to production improvements. No other Gerber infant formula is being affected by this decision. For the official announcement from Nestle, please see below. The Good Start Nourish packages will remain active in AIM and HANDS until the formula is clearly no longer available in the marketplace. Thank you!

Nestlé Nutrition U.S.

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Nutrition

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September 22, 2014

Dear WIC Directors,

Gerber would like to inform you that we are discontinuing Gerber® Good Start® Nourish (Nourish) formula which is indicated for premature infants after hospital discharge. Nourish is being discontinued for reasons related to production improvements. No other Gerber infant formula is affected by this decision.

At this time we do not have a Gerber alternative for Nourish. We are evaluating all options for providing the best quality nutritional products to premature infants at discharge from the NICU.

We apologize for any inconvenience caused by our discontinuing the product. Our subject matter experts are available to answer any remaining questions at (855) 437-8664.

Sincerely,

Lisa Beausoleil
Director, Infant Formula