

## **Announcement 01/12/15**

### **Wal-Mart exclusive ready to feed four-pack for Enfamil formulas is being replaced with a six - pack**

**Contact:** Karen Henry

In May, Wal-Mart's exclusive ready-to feed 8 oz. bottle four-pack for Enfamil Infant, Enfamil A.R., Gentlease, Prosoabee and Enfamil Reguline will be going to a 8 oz 6-pack. The 8 oz six-pack is currently sold at other retailers and available in HANDS. The 8 oz 4-pack that is being discontinued, has currently been accommodated by the standard 32 oz RTF checks, since the checks have been reading "containers/packages (containing 32 oz each) ready-to-use". Since Wal-Mart does not carry the standard 32 oz quart can sold at other stores, clients that have ready-to-feed checks that plan to get their formula at Wal-Mart will need be given the six-pack package instead of the 32 oz package starting in May. Other than a few non-contract participants, only participants impacted would be those on the ready to feed Prosoabee who shop at Wal-Mart. If participant stop seeing the 4-pack at Wal-Mart around May, they can use their 32 oz checks at another grocery store chain to get the quart can, or else return to the clinic to receive the six pack checks. For official announcement on this change from Mead Johnson please letter below. Since this change won't take place for a bit, a reminder of the change will be sent out in May. Thank you.



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To: All State, Territory and Indian Tribal Organization WIC Programs

Subject: 8 oz. Ready to Use Change at Walmart and HEB

In 2013, we informed you that Walmart had made the decision to no longer carry our 32 oz. ready-to-use (RTU) products and was replacing them with 4 pack 8 oz. RTUs. We have now been advised that beginning May 2015, Walmart and HEB will be replacing our 4 pack 8 oz. RTU products with our 6 pack 8 oz. RTU products. Hopefully, this will be more convenient for State WIC agencies because retailers that carry our 8 oz RTU products will now only carry our 6 pack 8 oz. RTU.

Information for the 6 pack 8 oz RTU infant formula products is as follows:

Product Name	TL Price Per 6-Pack	Monthly Allocation		
		0-3 Months	4-5 Months	6-11 Months
Enfamil® Infant	\$9.84	17 – 6 packs	19 – 6 packs	13 – 6 packs
Enfamil A.R.®	\$9.84	17 – 6 packs	19 – 6 packs	13 – 6 packs
Gentlease®	\$9.84	17 – 6 packs	19 – 6 packs	13 – 6 packs
ProSobee®	\$9.84	17 – 6 packs	19 – 6 packs	13 – 6 packs
Reguline™	\$9.84	17 – 6 packs	19 – 6 packs	13 – 6 packs

**Timing**

Walmart and HEB will be making the change to their retail shelves beginning in May 2015.

**Rebate Information**

If your State currently issues food instruments for the 4 pack 8 oz. RTU products above, please contact your Mead Johnson WIC Business team manager for an updated rebate sheet.

**Other Retailers**

**We are not aware of any changes to the availability of the 32 oz. or 8 oz. 6 pack RTU products at other retailers.**

If you have any questions or concerns, please contact Kathy Decker (812) 429-8758, or Chris Shouse (812) 429-8613.

Thank you,

Director, WIC Business Team  
Mead Johnson Nutrition

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