

Announcement 7/11/16

Gerber Graduates Line Being Discontinued and Soon Replaced

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Gerber's toddler line of formulas (including Graduates Gentle and Graduates Soy) are being discontinued and being replaced by new products called Good Start Grow and Good Start Soy Stage 3. The new toddler products transition may take several months and the new formulas are not nationally WIC-eligible yet. If you receive any new prescriptions for the Graduates products, or have participants who aren't finding the Gerber Graduates products in their store, please check with the participant's physician to see if the Enfagrow Toddler Transitions or Enfagrow Toddler Transitions Soy can be given as a substitute. If and when the new Good Start Grow toddler products become WIC approved, an announcement will be sent out.